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Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

VOL. LX, No. 7, JULY 15, 1953

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STARCHROOM LAUNDRY JOURNAL, July, 1953. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp., Publication Office, 109 W. Chestnut St., Lancaster, Pa., U. S. A. Subscription rates: United States and Canada, \$4.00 per year; Foreign, \$6.00 per year. Single copies: United States and Canada, 50 cents; Foreign, 75 cents; except for Guidebook issue which is \$1.00 per copy. Volume LX, No. 7. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879. Gaylord D. Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtis E. Frank, Executive Vice-President and General Counsel; Albert M. Andersen, Executive Vice-President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice-Presidents; Harry W. Warner, Secretary and Treasurer.

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Welcome Aboard

Not since the invasion of Okinawa, back in the spring of '45, have we had the pleasure of welcoming aboard one of Uncle Sam's leather-necks. Welcome the experience was then when the Marine flyers saved more than one day in some of the biggest "turkey shoots" of the war, and welcome it was again this spring when Henry Mozdzer joined the editorial staff of STARCHROOM and her sister publication, National Cleaner & Dyer.



In addition to being a veteran of the U. S. Marine Corps (the pride of the U. S. Navy, we might add), Hank is a veteran of the Bridgeport (Conn.) Herald. He was a by-lined reporter on that paper when we lured him to the big city. His previous

experience included stints as a Western Union messenger, Columbia record pressman, bartender, advertising copywriter and production manager for a syndicate which distributed editorial feature columns to newspapers throughout the country.

His first contributions to STARCHROOM consisted of reports from the Connecticut and Pennsylvania conventions as well as a special report from Silver Spring, published last month, on the doings at the short course run by NID for allied tradesmen. More recently he has been visiting laundries in the New York area gleaming information on shirt production for our forthcoming Guidebook.

Come September, Hank will be ready to "hit the road" to visit plants in more distant parts of the country. Don't be surprised if he walks into your plant to shoot some pictures and ask a thousand questions. We've told him that, when that day comes, he will get to know a grand bunch of fellows wherever he goes.

You'll be able to recognize Hank from the above picture. As for pronouncing his last name, just say it like it was "Mosher."

Proud of the Marines during the war, our association with Hank has convinced us that ex-Marines are good guys too.—Jim Barnes

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YOU CAN'T FILL A BUCKET IF THE BOTTOM'S FULL OF HOLES!

And you can't build your business if you're losing old customers as fast as you're gaining new ones!

Your problems are tough enough without "the customer leak" to make them worse. Like everybody else, you are being squeezed between high costs and low prices. Are you watching your profits shrink — shrink — shrink?

Fortunately for you, there's a tested way to beat the squeeze, a sure way to stop losing old customers and at the same time keep new ones happy.

You know why most laundries lose customers. It's because the quality doesn't please them.

Whose fault is it? It's not the washman's fault . . . he's not a chemist. He knows that he can get uniform high quality washes only when the correct proportion of soap and alkali is used in the wash wheel. He may know that only the OH in alkali affects the soap's washing power.

But he has no way to determine how much OH there is in an alkali. Each type has a different percentage of OH; some high, some low. So, he has no exact control over washing power.

No wonder he finds it hard to turn out uniformly — high quality bundles!

We can help you. Do what many successful laundries are doing. Use new homogenized PRIME SÖHP . . . a blend of custom-made soap and high OH alkali in the exact proportion for top washing power. It's economical, uniform, dust-free, and quickly soluble! It works equally well in hot or cool water.

A cinch to use! Your washman simply sprinkles PRIME SÖHP into the wheel until a good running suds appear. That's "Signal Suds." When the washman sees it, he knows that he has enough soap and active alkali (OH) for a perfect washing job. Then you're sure of clean, sparkling washes every day.

Results! That's the secret of successful washing . . . the one sure way to help you hold your present customers and keep your new ones pleased. The best way to beat the squeeze.

Want proof? Order a trial barrel of PRIME SÖHP from the Beach distributor nearest you today. You'll get the whitest, brightest work possible.

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Starchroom Editorial

A Hero Or A Bum?

Any professional baseball player will tell you that he is either a hero or a bum in his home park on a given day depending on the fortunes of the game. There is no middle ground.

Textile maintenance people seem to think they suffer the same vicissitudes in the public esteem. But do they really? Or do they merely *think* they do?

Take the case of Jimmy Plinton, for instance. In 1946, Jimmy, a negro from New Jersey visiting Haiti, tried to send a pair of pants to the cleaners and was amazed to discover that there wasn't a laundry or drycleaning plant in the whole of the little Black Republic.

According to *Time*, Jimmy's discovery touched off a chain of events which: 1) revolutionized Haitians' dress habits; 2) started a major new business in Haiti, and 3) turned Jimmy into a national hero.

You see, Jimmy had originally gone to Haiti to survey the prospects for an airline which he hoped to start (he had been a U. S. Air Force instructor during World War II). Instead, he returned to the States, raised the necessary capital, bought equipment, learned how to operate it and returned to Haiti, bringing with him the blessings of a modern laundry and drycleaning service.

He set up shop in Port-au-Prince and soon the *telejio* (Creole for word-of-mouth telegraph) was advertising his service for him. Bundles of clothes poured in on muleback and in baskets on peasant women's heads. Jimmy expanded his plant (the Blanchisserie Jimmy) and today it is worth \$125,000.

Prior to his advent, Haitian businessmen suffered from lack of a market for woolens, gabardines and satins because only a few of the rich could afford to send clothes off to the States for cleaning, or throw them away when they got dirty. Seamstresses (their number is legion in Haiti) were affected because they could exercise their skill only on the familiar linens. Diplomats were affected because keeping a morning coat or a uniform presentable was a major problem.

One day last month, amid singing and dancing in the street, Jimmy inaugurated a new, \$45,000 branch of his laundry. His services have cleared the way for two big mass-production tailoring shops in Port-au-Prince. Five haberdasheries have opened, and five competitors have followed Jimmy into business. Women's ready-to-wear shops have mushroomed. Haiti's women now dress in rayon, taffeta and wool.

Everyone from President Paul Magloire (whose glittering uniforms Jimmy cleans) to a lowly peasant greets him with a smiling "Allo, Jeemy!" The Haitian Government has awarded him the National Order of Honor and Merit, grade of Knight.

That's public acceptance of a high order. Not all American businessmen, in or out of the textile maintenance industries, can expect to achieve such a high niche in the public esteem. On the other hand, the moral of

this story is *not* to be found in the old saw about a prophet being without honor in his own country. It's our hunch that Jimmy Plinton is the kind of guy who would have made a similar success out of his laundry (or airline) right here in the U. S. A. if he had chosen to set up shop here.

Of course, he wouldn't have been knighted for his efforts here but that's because we don't do things that way. He very likely *would* have become one of those knights in shining armor whom Channing Pollack had in mind when he described the rank-and-file American breadwinner who daily goes about his job with a will to support his wife and family *and* make a contribution to the happiness and well-being of his fellow citizens.

And, speaking of happiness and well-being, it seems to us that thousands of laundryowners in America are supplying truckloads of it week in and week out to hundreds of thousands of satisfied housewives. Sure they suffer peaks and valleys of alternate satisfaction and disgust in the daily operation of their businesses, just as other businessmen do (even including editors). But they're not the bums some people would have them think they are, or that Mickey Mantle appeared to be one day recently. Actually, they're very much like Jimmy Plinton without some of the "trappings."

Help For Korea

Over and above the tumult and confusion of the United Nations efforts to achieve a truce, and ultimately peace, in Korea, sounds the cry of a terribly devastated people. That cry calls, among many other things, for much-needed articles of clothing.

A nationwide drive for such clothing is being conducted by American Relief for Korea, local committees for which are functioning in 150 larger cities in the country. Door-to-door campaigns have been conducted in 5,538 smaller towns. A single appeal over a nationwide TV show resulted in the shipment of 60,000 pounds of clothing to the headquarters' central warehouse. Still the need for more contributions exists, and will continue to exist, for many months to come.

A number of laundry and drycleaning associations have donated the free services of their trucks for local collection drives. Still others have contributed uncalled-for garments. The most needed items are all kinds and sizes of outerwear, shoes, socks, underwear, mittens, headgear, blankets and bedding. Donations are shipped by government transport and distributed in Korea by the United Nations Civil Assistance Command.

If you live in a community where there is no local committee all you have to do is pack up the garments and ship them direct to American Relief for Korea, 52-15 Flushing Ave., Maspeth, Long Island, N. Y. It's as easy as that and the need is very great. Why not do it now?

To Give You
LOWER COSTS...
BETTER PROFITS
for years to come!



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No. B2-10 Same as above except with rubber-tread wheels.
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Lifetime STAINLESS STEEL **TRUCK TUBS**

Washes and workers are **SAFE** when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode...can't spot or stain the wash...are not affected by wash-room chemicals...no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durably built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

Cooked STARCH IS Better STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time...helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality—no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.



3 POPULAR SIZES

15-GALLON—36" high overall; floor space 24" x 28"; ship. wt. 175 lbs. B3-2.
25-GALLON—39" high overall; floor space 28" x 32"; ship. wt. 225 lbs. B3-5.
50-GALLON—45" high overall; floor space 32" x 36"; ship. wt. 280 lbs. B3-11.

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MANUFACTURERS SINCE 1893

"WE TESTED 1 'SLYDE-OUT' WASHER ON LINEN SUPPLY WORK -- AND BOUGHT 6 MORE"

— SAYS PEACOCK LAUNDRY & DRYCLEANERS, TOPEKA, KANSAS



Troy 'Slyde-Out' feature enables operator to easily slide load from washer. You can save time and labor by installing corrosion-proof, stainless steel 'Slyde-Out' Washers. Easy on clothes . . . easy to unload . . . easy to maintain.

Be sure to see this equipment in Troy's exhibit at the A.I.L. convention in Los Angeles.

WILL 'SLYDE-OUTS' DO A GOOD WASHING JOB? "No doubt about it," says Wm. L. Dibble, President of Peacock Laundry & Drycleaners. "We started with one 'Slyde-Out' and used it for linen supply work, the toughest work in the plant. It turned out such clean loads that we bought six more 'Slyde-Outs'."

HOW ABOUT LABOR AND MAINTENANCE? "When I became associated with our plant in 1949, we had 19 wood washers and it took 5 washroom men to run them," says Mr. Dibble. "Now, we do the same work with 7 Troy 'Slyde-Out' Washers and we have only two men in the washroom. 'Slyde-Outs' really save time in unloading, and they're simple to maintain, too."

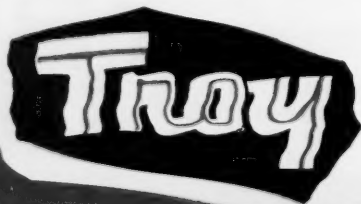
HOW'S BUSINESS? "Our volume of business

is good, and we expect to continue growing. We know that the extra-clean work produced by our 'Slyde-Out' Washers has been a big help in increasing our volume."

DO YOU RUN SHIRTS WITHOUT NETTING? "Yes," says Mr. Dibble. "There's no tangling, and the elimination of netting means a good saving in time and labor."

'SLYDE-OUTS' COST LESS

'Slyde-Out' Washers can be unloaded as quickly and easily as mechanical dump machines, yet 'Slyde-Outs' cost a lot less. 'Slyde-Out' Washers are available with fully automatic, semi-automatic and manually-operated controls. Ask your Troy representative or write our factory for a free copy of illustrated bulletin YW-35-53.



LAUNDRY MACHINERY
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

World's Oldest Builder of Power Laundry Equipment



Do Your Sport Shirts Look Like This?

If they do, you're shooing business from your door

By JAMES A. BARNES

CUSTOMERS AREN'T HAPPY when their acetate and viscose sport shirts are glazed by a laundry. They don't hesitate to say so, either.

Despite all that has been written and said recently about applying too much heat and pressure to these garments when finishing them, it appears that many plants keep on losing customers daily by continuing to return them in a shiny, glazed condition.

Inasmuch as these shirts are coming into the market in increasing numbers this is hard to believe. Yet a recent survey conducted by Dr. W. E. Coughlin, director of consumer services, Textile Division, Celanese Corporation of America, clearly indicates that such is the case. Here's how he found it out.

He bought over 120 sport shirts. A third of them were copper-colored gabardines made of an acetate-viscose blend selling at \$3.95 retail. Another third were chocolate-colored gabardines made of 100 percent viscose costing \$5.00 at retail. The balance were made of a chocolate-colored novelty crepe fabric, 100 percent acetate, and cost \$8.95 in a retail shop. All had long sleeves.

The shirts were "wetted out" by soaking them in a tub of water. Then they were heavily extracted. That was all that was done to them.

A set of three shirts (one each of the three fabrics) was sent to each of 41 Celanese employees living in various parts of the country with the simple request that they send them to the laundry (any laundry) for

regular laundering and finishing. The only stipulation was that the "customers" were asked to instruct the laundry to launder, not dryclean, them.

Each man was supplied with a questionnaire which contained four simple questions:

1. Name of laundry
2. Price of laundering
3. His name and address
4. Are you satisfied with the appearance of these shirts? If not, please state why.

Shirts and questionnaires were to be returned to Dr. Coughlin's office after finishing. After the survey was completed and the results were tabulated, the shirts were returned to the participants.

Replies were received from 39 men. They represented samples of the work being done by 39 different plants in 36 towns or cities in 17 states all over the country and the District of Columbia.

Here's how the work stacked up. Fourteen of the men reported that their shirts were "satisfactory." Three said they were "passable" and 22 said that the work was "unsatisfactory."

Membership in the American Institute of Laundering did not seem to bear any direct relationship to the quality of the work. Seventeen of the 39 are AIL member plants, according to the most recently published roster of membership. Of the 14 plants doing satisfactory work, five are AIL member plants. One of the three (Continued on page 28)

Customers like new-type call office because

It's Really Self-Service

Model's dollar volume jumps 25 percent

A NEW SELF-SERVICE SYSTEM at Model Cleaners and Launderers' main plant in St. Paul, Minn., has increased cash-and-carry volume from its original \$2,000 a week to \$2,600 a week in a space of just nine weeks. The new system permits the customer to serve himself in the matter of picking up his own laundry and cleaning orders from the well-marked bins and racks. No waiting in line, he gets his own orders and pays on the way out—supermarket style.

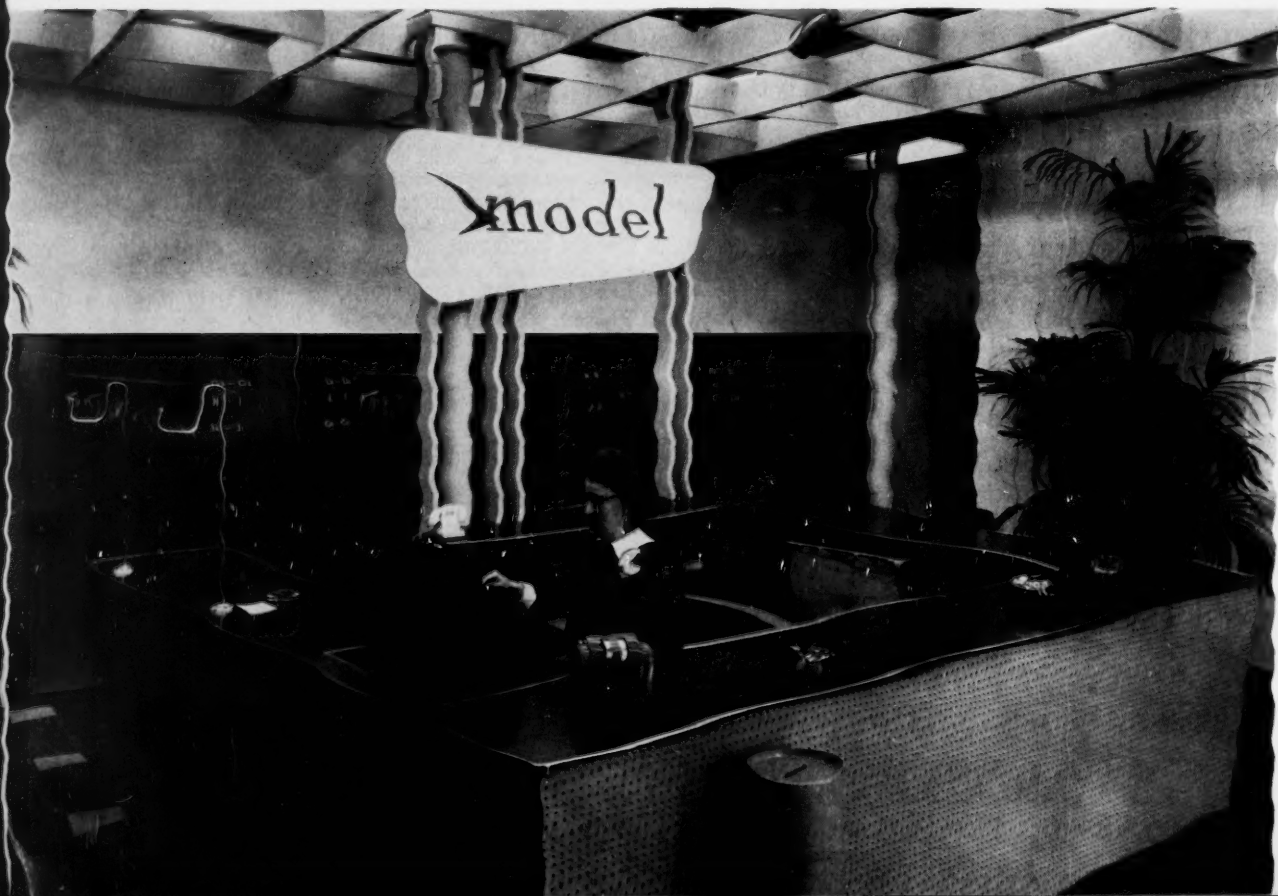
Model, headed by Henri Foussard, held its grand opening on March 30. Sixteen hundred persons were introduced to the new system and shown through the re-

modeled and redecorated plant and office. Customer response was uniformly favorable and little difficulty has been experienced in acquainting them with the details of self-service.

In brief, the usual procedure of handling a laundry or cleaning transaction is done away with. Work is accepted in the usual way at the counter, with the customer receiving a claim check stamped with the date brought in and the date the order will be ready for pickup. Work goes down a chute to the floor below.

When the customer returns, he by-passes the counter and goes to the alphabetically lettered aisles between

Attractive new reception room has wide desk area which facilitates receiving bundles and drycleaning quickly. On return trip customer by-passes desk, helps himself to order and checks out with cashier





Model's new system of self-service is alphabetical, saves both employees' and customers' time. Tickets are posted on the end of each bundle for quick, easy reading.

rows of bins at the rear of the office, where he selects the aisle lettered with the first two letters of his last name. His laundry bundles will be found on the left side and his drycleaning on racks on the right side of the aisle. Invoices are attached to each laundry and drycleaning order so the customer's name is clearly in view.

Customers get cash receipts

The customer selects the proper orders and presents his claim check to the cashier. She makes sure the number on the claim check matches the invoice numbers on the orders and accepts payment, and in true supermarket style, gives him the cash register receipt. In case of a lost or forgotten claim check, the cashier requires a driver's license for identification, makes a notation that the bundle has been picked up and gets the customer's signature on it.

This prevents any difficulties or delays that might occur if, for instance, a man picks up the family bundle on the way to the office and later in the day his wife stops in on the same errand.

Although Mr. Foussard is enthusiastic about the new emphasis Model is placing on self-service, he is quick to point out the plan is still in the experimental stage and that revisions may be in order before the system has proved itself.

"After careful study of the plan, Model's board of directors expects we will experience at least a 25 percent volume increase on cash-and-carry in the next 18 months," says Mr. Foussard. "I think the figure is con-

servative, and we are gearing our facilities to a maximum 150 percent increase over the present weekly volume." This will mean a capacity of from \$4,500 to \$5,000 a week.

At the present time, between 900 and 1,100 customers use this cash-and-carry system at the plant. Fifty percent of the present customers are in the upper-middle income group, 35 percent are in the higher income group, and 15 percent in the skilled labor group. Volume is running 12 to 15 percent above same period of nine weeks last year on a poundage basis, and a 25 percent increase in dollar volume.

"People like the idea of helping themselves," Mr. Foussard points out. "Supermarkets, and even department stores, are proving that customers appreciate the savings in time that self-service represents. The system is simple and, so far, we have found customers more than co-operative. We are, however, continuing to study the operation carefully, with a view to changes and improvements. If the plan works out at the main plant in the next 18 months, then we may seriously consider the same system for our branch store operations."

One change that Model will soon put into operation is the installation of booths or tables where the customers will fill out their own invoice slips—just as they now fill out bank deposit slips—and attach them to bags provided for their laundry and cleaning orders.

According to Mr. Foussard, Model is currently analyzing invoice slips from all over the country. They want to select the simplest possible form. They are also thinking of issuing addressograph plates to their regu-

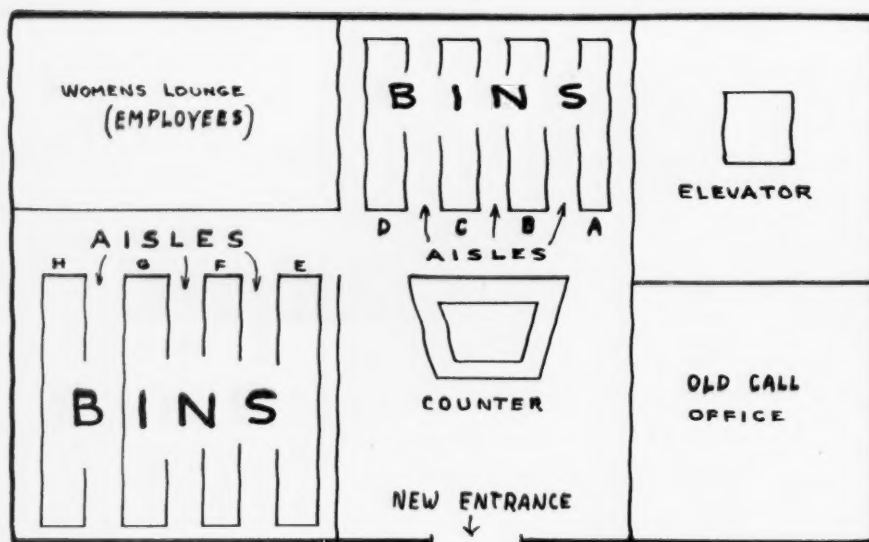


Diagram shows relation of call office to alphabetically-lettered bins where customers pick up finished work

lar customers so that stamping of invoices will be an even faster operation.

The new system has not only meant no cutbacks in employment, but, according to Donald J. Newman, manager of Model's branch stores, "We anticipate larger employment because of expansion plans."

In noting the advantages of the new system, Mr. Newman pointed out that with the greater part of the tedious filing work dispensed with, the time necessary to arrange orders alphabetically in the bins has been reduced to a minimum.

From 7:00 to 9:30 a.m., two girls are on duty—one at the register and one to receive laundry bundles and cleaning. At 3:30 p.m., three part-time workers (high school students) come on duty. Their hours overlap a half hour with the 9:30 a.m. to 4:00 p.m. employees so the cash register can be checked, customer messages relayed, and other information passed on regarding special orders. Two of these girls are on duty at the desk and a third is stationed near the bins to assist customers in finding their orders and to check on any orders which might have been delayed in processing.

Since Model has a number of charge customers, a special arrangement has been made for them. The charge customer signs the invoice, which is removed from the order. Then the cashier rings up the amount on the cash register, and the customer retains the receipt.

The revamped call office in the main plant is the re-

sult of no sudden whim on the part of the owners. It cost close to \$25,000 to rearrange the plant space for the necessary bins and racks, and to make the final result something that would really appeal to the potential customers. This included \$3,000 for the paint job, and about \$17,000 for inside changes.

The entire front of this big multi-floor building was repainted a striking charcoal gray with light blue trim, and against this, the signs are snow white. The entrance door is red. (You can't miss it!)

Inside, the ceiling is yellow, walls are white and the floor blue-and-white tile. The front of the counter is blue, with the top in red formica (same red as the ends of the bins behind the counter). The inside of the bins are blue. Looking down the aisles between the rows of bins, (from the customer's viewpoint, as he comes into the office), the wall behind the rows of bins is painted yellow, contrasting with the red and blue of the bins. Wrapping paper, as soon as present supplies run out, will be either yellow or white. Everything was left to capable color engineers, and is paying off in real eye-appeal.

This room, designed for both attractiveness and convenience, even has automatic doors. Along one wall, a sheet of "peg-board" is mounted to display an exhibit of cellophane wrapped shirts, delicate cutwork linens, blankets, knit dresses, etc., to give the customers an indication of the wide range of Model's facilities. □□



Sixteen hundred persons showed up for opening night, admired ease and simplicity of new operation. On wall is pegboard display area, where various types of laundry and drycleaning work are arranged



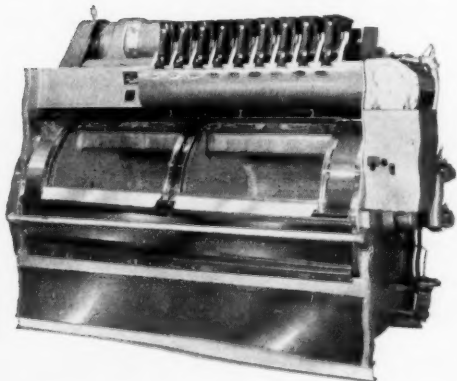
Model took advantage of opening night occasion to show public through work areas. Free orange juice from dispenser was enjoyed, so it was decided to make it a permanent fixture

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Completely
Automatic



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ROBOT FULLY AUTOMATIC WASHERS are manufactured in various sizes, types and models to meet the demands of all washrooms, either large or small. Additional labor and time saving features are also available, at small additional cost.

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THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER

Users say...

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**Other WHITEHOUSE products
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and dry cleaning industries**

Depend on Whitehouse for a full line of
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KEMPRO and the new **ADS-LIFE** nylon
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the "down time" on your presses. Ask
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ROK-RIB Net outwears any net tested!

For exceptional wearing qualities...for amazing durability under the wear and tear of daily service, you can't beat Whitehouse ROK-RIB nylon nets.

Users tell us they've seen nothing like ROK-RIB. These nets are specially constructed to last...and last. The heavy-filament nylon yarn from which ROK-RIB nets are woven was developed *specifically* for laundry and dry cleaning applications.

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DON'T FORGET Whitehouse "Blue Streak" nets—now standard for the laundry and dry cleaning industry. They're still growing in popularity.

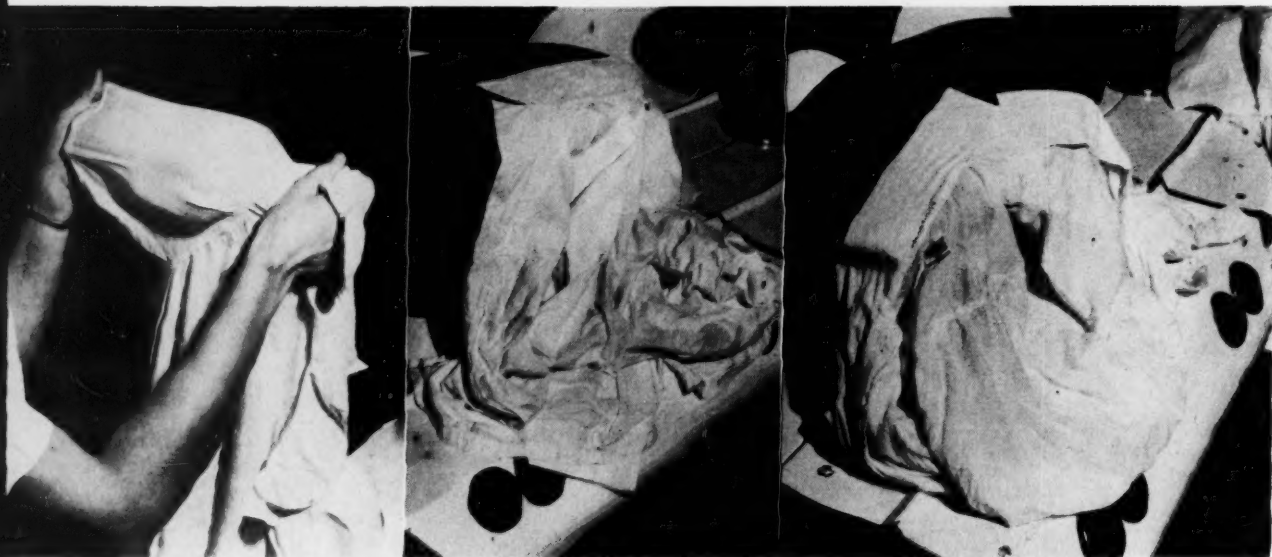
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Starchroom's Laundry Primer

PART XVIII



At left, finishing the shoulder of a uniform on the puff iron as described in Step No. 1, page 20. Only two lays, instead of the customary three, are required for the right lapel and collar (center) and the left lapel and collar (at right). See Step No. 4, page 20

How To Train Wearing Apparel Operators

By MARGRET M. RESCHETAR

AN OPERATOR CAN BE TAUGHT the correct lays on a garment which result in a quality finish but there is no set rule for a correct sequence of operations as to which garment follows which.

In finishing shirts, one shirt follows another and each one is very much like the next. In finishing wearing apparel, however, the uniforms, blouses, drawers, pajamas, trousers and other articles follow each other in varying quantity because the contents of each family bundle differs from the next. Because the size and cut of these different garments vary so widely, great care must be exercised in order to insure satisfactory levels of production.

There are two general rules which we follow in our plant:

1. After opening a net in the damp box we segregate our work according to type of garment. All shorts are grouped together, dresses together, pajamas, etc.

2. We always finish the large pieces first. In this way we complete the topping of uniforms, dresses and trousers first. Then, while the large press does the skirt-

ing of dresses or the legs of trousers, the small presses finish the shorts, children's garments and other small pieces.

Equipment

There are a number of different types of wearing apparel units available from manufacturers. A laundry-owner should select the one that is best adapted to the type of work he receives, i.e., the kind of services he offers.

We offer a complete family-finish bundle but the greater percentage of our work is bachelor service which we fully identify. Our unit is a standard wearing apparel unit consisting of a large press, two small presses and a puff iron. The small presses are set side-by-side so the operator can easily make lays on one while the head on the other is closed on another garment. The large press is directly opposite the two small presses. It is a one-girl unit.

Uniforms

We will discuss the finishing of uniforms first. In doing so, please keep it in mind that **this sequence of operations can also be followed in finishing dresses.**

(Continued on page 18)

NEW AD-DRI BLEACHES THEM ALL

FAMILY AND INSTITUTIONAL



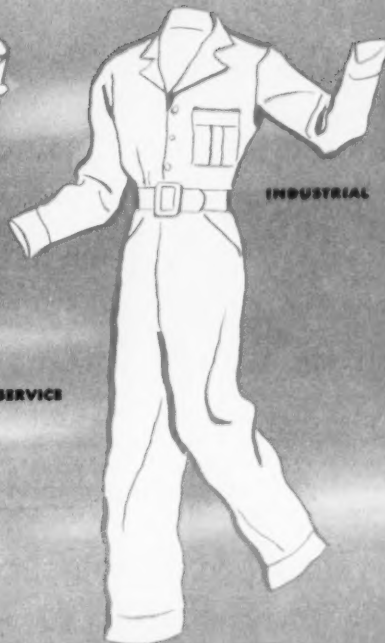
DIAPER SERVICE



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INDUSTRIAL



Laundrymen everywhere are turning to new, modern Ad-Dri for best bleaching results. So easy to use, this bleach streamlines your operations and saves you time and money. Here's why:

- Convenient... add DRY... directly to the washer
- Eliminates former messy bleach preparations
- Provides positive control of bleach operation
- Gives excellent whiteness retention with minimum tensile strength loss
- Packed in convenient 100-lb. and 200-lb. "leverpak" type drums having full-opening removable and replaceable heads. For accuracy, a "Dri-Ader" measuring cup is supplied in each drum.

Ad-Dri does a beautiful bleaching job with minimum tensile strength loss... keeps things looking like new. Get Ad-Dri Bleach today from your laundry supply house and see the results for yourself!

Get a free copy of this Ad-Dri Bleach booklet from your laundry supply house



MATHIESON CHEMICAL CORPORATION

Mathieson Industrial Chemicals Division

Baltimore 2, Maryland



In the illustration at the left, the upper left front lay has been completed as described in Step No. 5 on the following page. In the illustration at the right, the lower left front lay has been completed as described in Step No. 6 on the following page

(Continued from page 16)

Also, the sequence for topping uniforms can be followed in finishing blouses.

Because we do not hand-finish any uniforms, the operations you are about to follow include the complete finishing of these garments. We turn out a beautiful uniform.

The first step is to finish the sleeves. This may come as a surprise to you inasmuch as the standard procedure in most plants is to finish the sleeves after the rest of the uniform is finished.

We prefer our method for two reasons:

1. If we finish the rest of the garment first, the sleeve has dried out by the time we are ready to finish it. So we spray it. If the spray gun is held too close to the garment it becomes water-soaked and it takes forever for the sleeve to dry out. If the spray gun is held far enough away from the garment to give a fine spray

we wind up by spraying a much larger area than necessary.

2. If we finish the sleeves after the rest of the garment is beautifully finished, where will we take hold of it? If we take hold of a nicely-pressed, crisp-looking



In the illustration to the right the first back lay has been completed as described in Step No. 7 on the following page. BELOW: the second back lay (at left) has been completed as described in Step No. 8 and (at right) the third back lay has been completed as described in Step No. 9 on the following page. The black arrow points to the tuck put in the material to keep the waistband straight



CUT HANDLING and ASSORTING TIME

WITH THE TAG-O-LECTRIC LOT SYSTEM



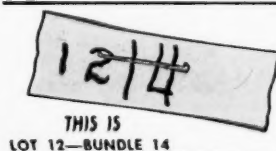
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STOP LOOKING for OLD MARKS!

USE THIS TEMPORARY MARK from mark-in to wrapping

USE PERMANENTLY-MARKED ASSORTING BINS save time . . . avoid confusion . . . stop looking for old marks. . . stop hanging tickets.

The New TAG-O-LECTRIC Makes, Marks and Power Staples Lot System Tags in Split Second Operations



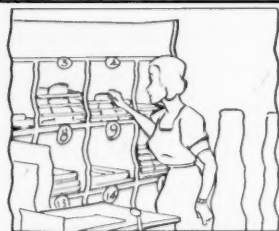
TAG-O-LECTRIC
TEMPORARY MARK

Large Easy-to-Read Number is Customer Bundle Number, Small Number is Lot Number



SMALL LOTS or SUB LOTS

Genuine TAG-O-LECTRIC FIBEROLL comes in 10 colors for color Rotation (Color Coding of Lots). Lot number Further Identifies Lot.



ASSORTING SHIRTS AS THEY COME OFF FOLDING MACHINE



REMOVING LOT-SYSTEM TAG AT WRAPPING

◀ FURTHER SAVING IN HANDLING TIME

is possible in many plants by assorting at finishing stations directly into permanently-numbered movable bins.



Go-Back Pieces are readily recognized as each piece has lot color, lot number and customer bundle number.

◀ NO MARKS on CUSTOMERS' PIECES . . . NO MARKS TO LOOK FOR ON REPEAT BUSINESS. Tags are removed at wrapping after checking bundle against invoice.

see your jobber
or wire
or write
for
Complete Information





ABOVE: the upper right front lay has been completed (at left) as described in Step No. 10. The lower right front lay has been completed (at right) as described in Step No. 11. The black arrow points to the tuck which was put in on a previous lay and must now be sprayed away

garment, what happens? We get "breaks" in the material. This results in a messy looking garment.

Topping

Here is how we instruct the operator to make her topping lays:

1. Finish both shoulders on the puff iron, turning the sleeves inside out. We turn the sleeves inside out in order to get the same finish on the sleeves and shoulders as on the rest of the uniform.

2. Make the first sleeve lay on the small press. Close the press and count five. Release the press. Put your hand through the sleeve to open it, flip the sleeve over and make the second sleeve lay. Close the press.

(Notice that, in the first lay, the material wasn't under the closed head long enough to dry out the underside of the sleeve, yet it was under long enough to give the upper side of the sleeve a good finish. This eliminates the necessity for spraying after turning the sleeve over.)

3. Repeat Step No. 2 with the second sleeve.

4. Make the two collar lays. Save yourself a step at this point. Many operators make the collar lay and then press each lapel individually, thus making three lays. We lay the right half of the collar and the right lapel on the press in one lay. Then we make the second lay with the left half of the collar and the left lapel. In this way we finish the three sections in only two lays and get the same high-quality finish.

5. Make the upper left front lay (see illustration on page 18) and close the press.

6. Open the press, free the material from the buck and push it away from you. Then make the lower left front lay. Be sure the complete waistband, as well as the underarm seam, is included in the topping of the uniform. At this point, notice how the waistband has a tendency to curve off the press. If we were to leave the uniform in that position and press it, we would have a distorted-looking garment. To avoid this, put a small tuck in at the left end of the waistband, gathering the excess material from the top portion of the uniform. Now the waistband is straight across the buck. Close the press.

7. Make the first back lay by pulling the material to the right and down toward you to fit the yoke of the

uniform around the edge of the buck. In doing so, **be sure you don't pull the collar onto the buck.** If there are "gathers" in the material, push them gently into their natural position. It shouldn't be necessary to tug at the material. Close the press.

8. Open the press and loosen the material from the buck. Push the uniform away from you to make the second back lay. Remember the little tuck we put in the lower left front lay in Step No. 6? Spray that a bit and straighten out the rest of the material. The tuck will disappear and, **above all, you have not distorted the shape of the uniform.** Close the press.

9. More frequently than not it is necessary to make a third back lay. This portion of the uniform has the fullness in the back to give the wearer enough room in which to be comfortable. In this lay loosen the material from the buck and pull the uniform to the right far enough to include the other underarm seam. Again, to keep the band straight, put in that little tuck. Close the press.

10. Open the press and move the uniform to the right to make the upper right front lay in exactly the same manner as described in Step No. 5 for the upper left front lay. Close the press.

11. Open the press and loosen the material. Push it away from you to make the lower right lay in the same manner as described in Step No. 6. **Be sure to spray away the little tuck you made in the last back lay.** Close the press.

This completes the topping of uniforms. As noted above, this sequence of operations is also used on blouses and the topping of plain dresses. □ □

You won't want to miss STARCHROOM'S Primer next month. Miss Reschetar will continue her discussion of training wearing apparel finishers with a complete step-by-step description of the proper procedures for skirting and folding uniforms. Subsequent articles will include the training of operators on other garments and flatwork.

make it* **CALCA**
Slip On Sleep

Slip On Sleeves ... Clamp Cuffs

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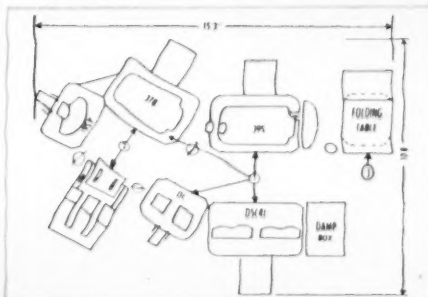
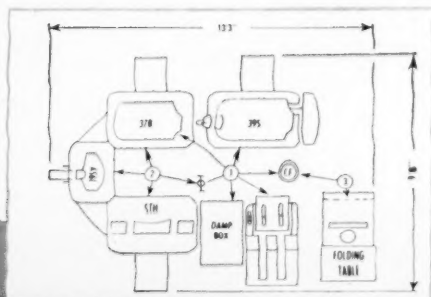
UNIPRESS

There's almost as much yardage in the sleeves as there is in the rest of the shirt. Gain precious production seconds . . . get the *Unipress One Lay Sleever* to pace your shirt units.

The One Lay is the smart, profit-making way! Smooth Unipress engineering gives you a pace-maker for any type of shirt unit. One fast, easy lay finishes two perfect, satiny-soft sleeves every time . . . *speeds finishing by 75%.*

Streamline your present 4-girl units or twin 2-girl units into a pace-setting 3-girl team *that delivers more quality shirts per hour.*

It's time to spark your production with the Unipress One Lay Sleever. Check with your local Unipress distributor.



Speed any shirt unit. Unipress One Lay Sleeper conversion blueprints are available. Write for layouts and specifications.

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SLEEVER converts two
2-girl, 4-press units into
a 3-girl unit. Send for full
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more quality shirts get done with

UNIPRESS

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I would like more information regarding your ONE-LAY SLEEVE and conversion sketches.

Our Units are: _____ (Make) _____ (Girls) _____ (Quan.)

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**"My profits increased 38%
since I switched to
Speedy washers"**

SAYS

Paul Carter

of South Miami, Fla.

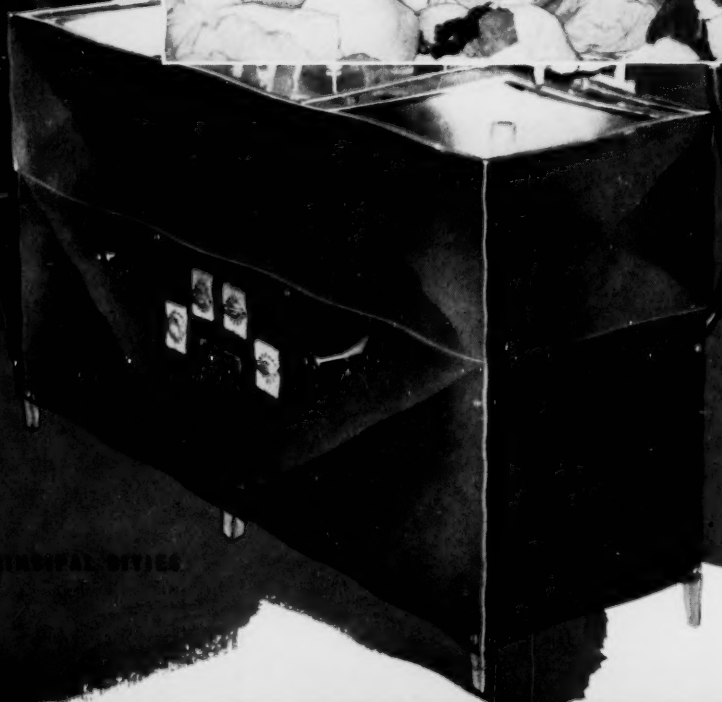
Paul Carter, Owner of
Speedy Wee-Wash-It Laundry,
5840 S. W. 71st Street,
South Miami, Florida

"After four years of trying many other brands of washers,
I've switched entirely to Speedy Wash-It and Sanitation
Units. And no wonder! My washing costs are much lower, simplified,
and there's much less trouble."



Illustrated above — Paul Carter's
Speedy Wee-Wash-It Laundry
at 5840 S. W. 71st Street,
South Miami, Florida

Illustrated below — a typical
day at the Speedy Laundry
at South Miami.



SPEEDY WASHER DISTRIBUTED IN ALL PRINCIPAL CITIES

Mr. Carter learned the hard way. His experience taught him to switch to **SPEEDY TWIN WASHER AND EXTRACTOR UNITS** for his entire operation. Read some of the reasons why this progressive operator made the change.

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- For more work done per day, if your business is out-growing your store, REQUEST ABOUT MORE FLOOR SPACE — just convert to SPEEDYS and add more as they're needed.
- Reduction of employees' time. Only 20 minutes per hour per machine for attendant operation.
- Simplicity and efficiency of operation. This ONE-UNIT machine cuts the old time-killing nuisance of carting clothes around the plant.
- Automatic control of washing and rinsing operations.
- Timing controls allow operation to run any pre-determined cycle—from 1 to 10 minutes.
- You can offer your customers self-service or attendant-service, or both. SPEEDYS are made for any service.

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Ultrasonics? Not Yet!

Indianapolis demonstration anticlimactic

By LOU BELLEW

INDIANA LAUNDRYMEN AND CLEANERS who gathered for a demonstration of an "ultrasonic" machine for washing clothes in the home were disappointed if they expected to see anything exciting.

The consensus was that Joe Sherrill was right in a letter read to the group by Indiana secretary Dale Crittenberger. Joe worked with Dr. Pauline Beery Mack at Penn State College when she explored ultrasonic cleaning right after the war, and is associated with her now at Texas College for Women. He offered the opinion that the sound wave method of washing is still at least five to fifteen years from proving applicable to the laundry or drycleaning industries.

Though billed as a demonstration of the sound wave gadget, most of the meeting was devoted to a discussion of the merits of automatic conductivity control by Al Graham of R. R. Street & Co., public relations practices



Soap suds stirred up by hand. Tub is ordinary galvanized wash tub in the middle of which the sound wave producer is placed

by Paul Herr of the Linen Supply Association of America, and a selling talk by Gene Flack of Sunshine Biscuit Company.

The only talk pertinent to ultrasonics was by Lee Johnston of the American Institute of Laundering, describing its tests of the same machine. He pointed out, among other things that the machine under consideration was not ultrasonic, inasmuch as vibrations under 20,000 cycles can be heard. The machine tested operated at approximately 120 cycles per second, or twice regular 60-cycle current.

According to Mr. Johnston, the AIL made up a standard soap solution in the proportions recommended by the manufacturers of the "sonic washer," which solution

(Continued on page 26)

"Ultrasonic" Needs Clarifying

Term used too loosely in laundry and drycleaning industries

By WILLIAM R. PALMER

AS LEE JOHNSTON POINTED OUT in his report to the Indiana group, on AIL's experiments, wave lengths between 15 and 20,000 cycles per second can be heard by the human ear. Sounds above 20,000 cycles (20 kc) are not audible to humans. Therefore, the pulsator type washers are not ultrasonic (or supersonic). The machine pictured in the Indiana report (see page 26) is a pulsator type.

The pulsator type operates on the principle of a door buzzer with the bottom cone being whipped up and down by an electromagnet. Since this magnet is operating on regular 110-volt, 60-cycle current, these pulsations will be at the rate of 60 times per second, or multiples and harmonics of 60. In the case of the machine shown, the rate was 120 cycles. There are others either on the market or soon to appear that "pulsate" as high as 6,000 cycles (6 kc), which appears to be about the effective limit of pulsation.

In action, the pulsator type appears to cause considerable turbulence close to the cone, which reduces to ripples at the surface of the water in a bath 10 inches

deep. As the AIL reports show, the frequency of 120 cycles is hardly effective. It remains to be seen what improvement can be shown at the 6000-cycle level.

The true ultrasonic generators have now been used for some time to clean small mechanical parts. In cleaning small ballbearing assemblies, for instance, literally hundreds of manhours of cleaning by older methods are being saved, so that the generators rapidly pay for themselves and produce much better cleaned ball bearing assemblies.

To clean effectively, it has been found that these generators must operate between 200 kc. (200,000 cycles) and one megacycle (million cycles). Below 200 kc., the generator manufacturers find that they aren't so effective. They therefore feel that if ultrasonics are ever applied to the laundry and drycleaning industries, they will have to operate at 200 kc. or higher.

The true ultrasonic machine generates its waves from a crystal that is electrically activated. Electrodes are attached on opposite edges of the crystal and when the

(Continued on page 26)

Formfit

TRADEMARK

SHIRT PROTECTORS



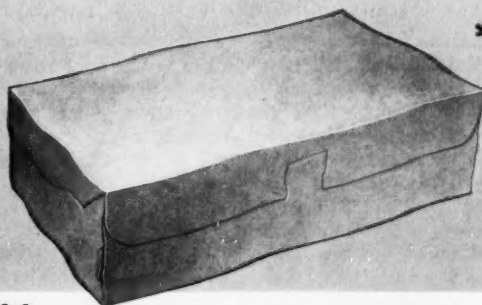
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Put your "best shirts forward," dressed in Formfit shirt protectors — and you'll open new customer doors for your shirt service and keep them open for your other laundry work as well.

Every Formfit reminds a man that you value his patronage — that you appreciate how much smartly laundered shirts mean to him . . . His wife will be quick to sense his satisfaction — and follow suit with other profitable laundering for you. Please them both and you've won lasting customer good will and valuable repeat business! Why not start Formfits selling your shirt service? . . . Mail the coupon now.



*TWO MORE MEMBERS OF THE "LIGHTER METHOD" FAMILY



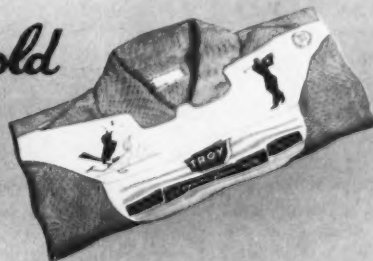
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Protect your perfectly finished shirts at low cost. 5 all-purpose sizes.

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SPORT SHIRT PROTECTORS

For a beautiful sport shirt package. Holds collar in proper fold . . . open or buttoned.



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Please send information on Formfit Shirt Protectors ☐,
Special Formfit Christmas Design ☐, Wonderfold Sport Shirt
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Name _____
Laundry _____
Street _____
City _____ State _____





Sonic washer operates on principle of door buzzer at 120 cycles. Cone moves up and down like plumber's helper. Rubber tipped feet suspend cone above floor of tub

Ultrasonics? Not Yet?

(Continued from page 24)

was used throughout the tests to ensure uniform test conditions. They came up with the following results, using standard soiled test pieces throughout:

- In a small commercial type washer—56 percent soil removal;
- Two kinds of home washers showed 45 percent and 46 percent soil removal respectively;
- Two loads using sonic machine per instructions both showed 15 percent soil removal;
- Merely soaking a load in the same soapy water was the same—15 percent soil removal.

Mr. Johnston's comment was that this particular machine was neither a threat nor a help to the laundry industry.

Secretary Crittenger announced that attempts to try the sonic washer out in drycleaning solvent were terminated when the solvent ruined a rubber gasket in the sound wave producer.

The session concluded when water was put in the tub as prescribed, half a box of home detergent stirred in to make a suds (by hand, since the sound waves don't create suds), some soiled towels were tossed in, and the machine started. After watching and listening to it hum for a while, the onlookers observed some discoloration in the water, and adjourned to the bar. □□

"Ultrasonic" Needs Clarifying

(Continued from page 24)

current flows the crystal vibrates rapidly. Actually it is a swelling and contracting of the entire crystal. The swelling of the crystal displaces the water or solvent above the crystal, setting up tiny waves in the liquid.

There are two popular types of crystals at present. One is a flat circular disc two to two-and-a-half inches in diameter. This throws a "beam" of intense turbulence through the liquid in whatever direction the disc is facing. It is generally used at the bottom of a "cup" holding about a gallon of water or solvent, with the beam straight up the center. The force of this beam is such that it would pass through "several feet" of water or solvent. The frequency is varied by substituting crystals of different thicknesses.

The other type crystal is concave, focusing its vibrations at a point some inches from the surface of the cone. This focal point varies with the curve and size of the crystal involved. At the focal point, the energy produced is very intense, it being reported that one could literally write his name as legibly and as cleanly as with a pencil, except that the letters would be soil removed from a soil sample.

There is no doubt these ultrasonic generators will remove soil from test pieces, or any kind of fabric for that matter. The Penn State research under Dr. Mack and Joe Sherrill showed better test piece soil removal in one ultrasonic treatment lasting 60 minutes than from fifty consecutive laundry washings totalling 1,000 minutes.

The most obvious drawback, of course, is that these beams and focal points won't do for a big washer full of clothes. And there are practical limitations. The crystal most commonly used is quartz. A good pure quartz crystal that won't shatter with high vibration rates rarely comes any larger than three inches at the most—and they are expensive. Crystal generators being used industrially are quoted at \$1,100 or more.

There is a synthetic crystal being used quite satisfactorily made of barium titanite. This can be made any size and shape desired. But—ultrasonic vibrations generate considerable heat. Barium titanite must conduct this heat off rapidly into the surrounding liquid. Otherwise, the center portion of the synthetic crystal will "deactivate" and stop vibrating. Larger crystals of barium titanite cannot disperse heat rapidly. Thus, there appears to be a physical limit to the size of synthetic crystal also, that can be used at ultrasonic frequencies.

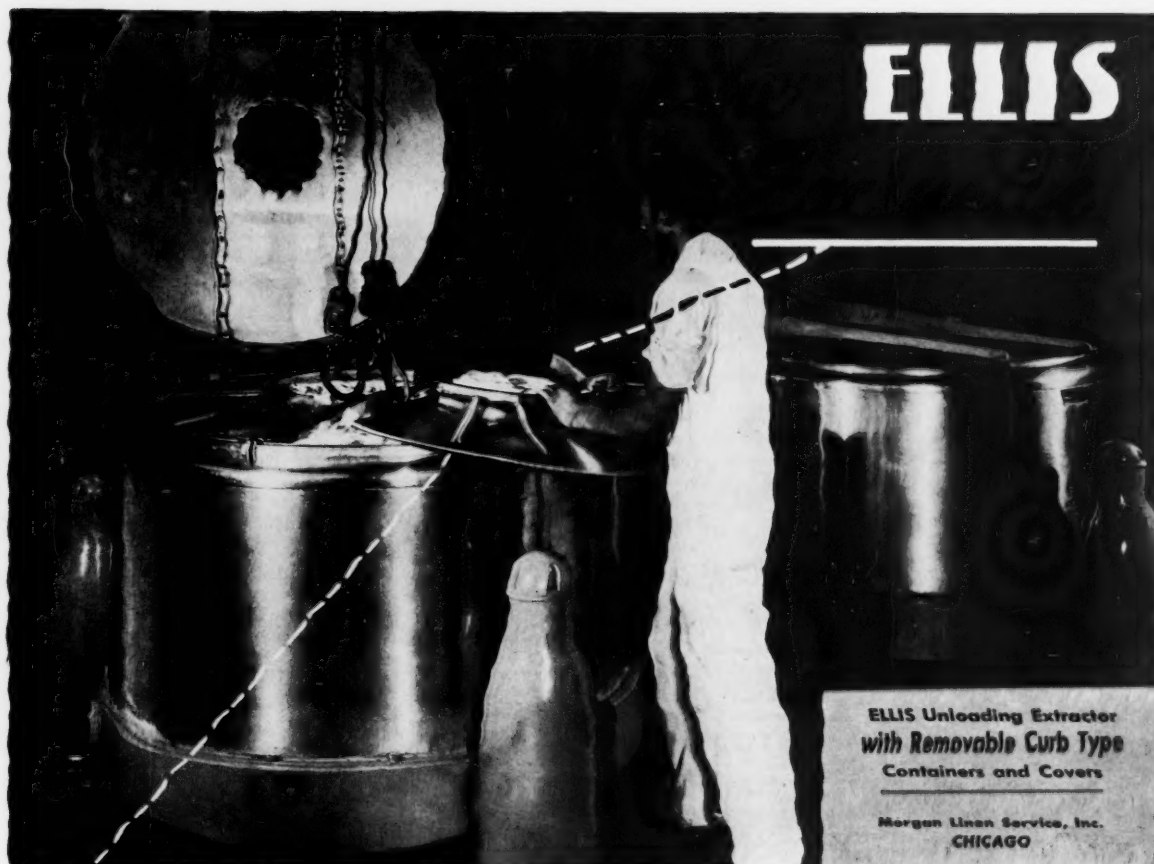
One drycleaner who has experimented quite a bit at the spotting board with a quartz crystal generator has stated that he found it did not clean any cleaner than did standard spotting procedures. It did in many instances do it faster, much faster, sometimes doing twenty minutes work in thirty seconds. On the other hand, it was his opinion, without scientific testing, that the generator actually set some stains even harder, making them almost impossible to remove by standard procedures. This appeared to be particularly true of albuminous stains.

There are a couple of other limiting factors about the ultrasonic crystals. One is that they must be suspended in a special oil that helps disperse heat and control secondary vibrations. The vibrations are transmitted to the water or solvent by a piston—or diaphragm-like "transducer." Therefore, the optimum position for the generator is with the beam directed vertically and the crystal at the bottom.

Also, preliminary testing has shown that a single thickness of fabric screens or "masks" the ultrasonic vibrations from fabric, also in the beam but further from the crystal. Therefore, soil removal efficiency drops off rapidly in succeeding layers of fabric. Hence, any successful use of ultrasonics in bulk washing or cleaning will involve either a tumbling action such as that provided by standard commercial washers, or the use of conveyor belts to carry garments across a band of massed ultrasonic beams.

This survey of ultrasonics isn't complete without a final observation. It has been proven that ultrasonics make stable solutions out of otherwise immiscible liquids (i.e., oil and water). Ultrasonic waves also cause precipitates (material that "settles out") to go into colloidal suspension (disperse evenly in small particles) in a liquid.

It is therefore very likely that commercial soaps and detergents now on the market would have to be reformulated to work well under ultrasonic conditions. □□



**ELLIS Unloading Extractor
with Removable Curb Type
Containers and Covers**

Morgan Linen Service, Inc.
CHICAGO

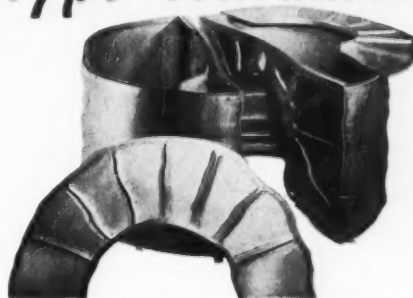
● ELLIS Removable Curb Type Containers

A continuing series of improvements in Ellis Equipment brings *extra operating economies* to every user. The latest time-saving feature is the Stainless Steel **Removable Curb Type** Container, shown above.

The actual open working area of this new container is from 60% to 70% greater than that of the old solid curb type. The larger opening means 50% faster and easier loading and balancing.

When used in conjunction with the Unloading Type Washer, the advantage of the additional open area is most evident. The removable covers are placed on the container just as it is being lowered into the Extractor.

These stainless steel covers also eliminate the use of the canvas covers that are used by so many plants on the old solid curb type containers.



**Detail of Ellis Removable Curb
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Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

Sport Shirt Survey

(Continued from page 9)

plants doing passable work belongs to AIL and 11 of the 22 plants doing unsatisfactory work are AIL members.

Of the 42 satisfactorily finished shirts, 12 were dry-cleaned despite the customer's instructions to have them laundered, nine were washed and finished by hand in hand laundries, three were washed and finished by hand in power laundries and the balance were washed and finished on laundry shirt units. All shirts in this category were returned in perfect or good condition with a slight glaze appearing on only one of them. That was one of the acetate-viscose gabardines which had been drycleaned.

Of the nine shirts returned in passable condition, highlights, objectionable glaze and moire effect were the chief objections by the customers. One man pointed out that, in addition, his shirts were returned to him in a "limp" condition. Three of these shirts were hand finished.

"All shirts glazed" was the single complaint of exactly half of the 22 men whose shirts were returned in an unsatisfactory condition. This single commentary is indeed a condemnation which altogether too many plants are apparently receiving daily and doing nothing about. In this particular case it means that well over 33 of the 66 shirts in the "unsatisfactory" group were glazed so badly that it was the sole reason for a lack of satisfaction on the part of the customer.

Actually, many of the other shirts were just as badly glazed but the customer's comments consisted of such phrases as:

"I don't want them returned to me because they are unwearable"

"Acetate ruined—poor pressing and some shine on others"

"Not good enough to be considered passable"

One gentleman's wife handled the questionnaire for him. In reply to question No. 4 she wrote, "No. Because they're shiny and give the appearance of well-worn shirts. As far as the laundry is concerned, they're all right, but I definitely think all sport shirts should be

Sport Shirt Pricing

Of the 39 plants represented in Dr. Coughlin's survey, one is a drycleaning plant which operates a shirt laundry in which the shirts were laundered. This work was rated unsatisfactory and the price was not stated.

Five were hand laundries and the balance were power laundry plants. Of the latter group, two chose to wash the shirts by hand and four did them in the drycleaning department.

Two of the plants which drycleaned the shirts charged 50 cents each, one charged 35 cents and the fourth charged 25 cents. All of these shirts were graded as satisfactory. It is interesting to note that one of the 50-cent plants informed the customer that it would cost 64 cents to have the shirts laundered in his plant. The route salesman from this plant said their presses were too hot to handle these fabrics satisfactorily.

Of the five hand laundries, the three satisfactory ones charged 35, 40 and 50 cents respectively. The two unsatisfactory ones charged 25 and 30 cents.

Prices for the shirts processed with power equipment ranged from 22 to 40 cents each in the satisfactory group. In the passable group 20 cents was the only price given. Among those plants doing satisfactory work with power equipment prices ranged from 20 to 40 cents per shirt. Of the two power laundries doing hand laundering, one doing satisfactory work charged 27 cents and the one doing passable work charged 25 cents.

It was explained by the respondent in one case that he paid 69 cents for three shirts (23 cents each) in one laundering because the shirts were sent in with a fluff dry bundle whereas the price would have been 32 cents per shirt in a list price bundle.

done by hand. I wouldn't want my husband to wear the shirts as they are now for good. Maybe they'd come back looking good after they're done over by hand, but I have my doubts."

Six of these 66 shirts were hand laundered. All the rest were washed and finished with power laundry equipment.

In view of the recently introduced finishing equipment, specially designed for sport shirts, and the recently publicized measures taken by many plants to reduce temperature and pressure of press heads on older equipment, it would appear that many plants simply don't want sport shirt business. Otherwise, why don't they do something about properly finishing them? With sport shirts constituting approximately two-thirds of all the shirts being manufactured today, apparently these plants have deliberately decided to rule out this portion of the potential shirt market from their sales plans. □□

Pearce Elected A.I.L. President

EDWIN W. PEARCE, Columbia Laundry Co., Greensboro, N. C., was unanimously elected president of the American Institute of Laundering at the annual meeting of the board of directors on June 18th. He succeeds Martin B. Romeiser, Jewel Laundry, Chicago, Ill.

A native of North Carolina, Mr. Pearce is a graduate of the Law School of the University of North Carolina at Chapel Hill, N. C. He practiced law for 10 years before entering the laundry industry in 1939.

Mr. Pearce has had extensive experience in laundry association work. He is a past president of the Greensboro Launderers & Cleaners Association, the North Carolina Launderers & Cleaners Association, and the Laundry & Cleaning Association of the Carolinas, Georgia and Florida. A year ago this past spring he was elected to the board of directors of the American Institute of Laundering to represent AIL members in Dis-

trict No. 1 comprised of North Carolina, South Carolina, Georgia and Florida.

Known affectionately as "Pete" to his scores of friends, Mr. Pearce is married and the father of two children. A past president of the Kiwanis Club of Greensboro, he has for long maintained an active interest in both the Community Chest and the American Red Cross chapter in that town.

The only new member of AIL's board to be seated at the annual meeting was Denys Slater, Fishburn-Oriental Dyeing & Cleaning Co., Dallas, Texas, who was elected this spring to represent members in District No. 3 comprised of Texas, Oklahoma and New Mexico. Arthur C. Stevens, New England Laundry Co., Hartford, Conn., was re-elected to represent members from District No. 10 (Massachusetts, Rhode Island, Connecticut, Maine, New Hampshire and Vermont) for another four years.

Benwall PIONEER and PILGRIM NYLON NETS

Imitated but never equalled

PILGRIM Open-Mesh Nylon Nets—available in plain white and six brilliant, easy-to-classify colored stripes—*blue, black, green, brown, red and gold*—offer cost-conscious operators maximum detergency and whiteness-retention. These nets are unconditionally guaranteed against defects in material and workmanship.

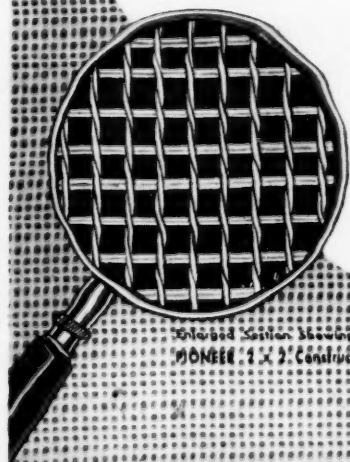
PIONEER 2x2, 260 denier nets—the standard of excellence throughout the industry. Woven of genuine Du Pont high tenacity nylon, 260 denier filament, these nets are tough, water resistant and give you assured lower costs per washing than any other comparable net on the market. Available in all white, and blue, black, green, brown, red and gold stripes as well as solid colors, red, blue or brown.

Remember . . . Benwall Pilgrims and Pioneers outlast cotton 4 to 1 and cost only half as much per washing.

Your jobber knows quality and value, ask him for sample swatches and prices or write direct.

BENWALL

MANUFACTURING COMPANY, INC.
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PIONEER 2x2 Construction



PILGRIM Open-Mesh
Nylon Nets

Quality is a way of doing ^{more} business

Quality means more profits for you—and Armour products mean quality!

A whole family's laundry—fresh and sparkling clean like this bundle—means repeat business. That's why this wash was done with Armour products that insure quality.

The color work was done with Hilo Powder—a balanced blend of builders and medium titer soap that removes 90% of the dirt in the first suds at safe, low temperatures.

Whitework that's sparkling, like those spanking fresh shirts, brings customers back again. Flint Chips—a quick-

penetrating, high titer neutral soap with a minimum of 88% anhydrous soap and a 41-42°C. titer—does the job right. You can also get Flint in powdered form, with a 92% minimum soap content. Or, if you prefer a ready-built product, use Giant Powder. It has a high soap content and a titer of 41-42°C. Trial lots of these products will show you how Armour quality works in your plant to please customers and increase your volume. Order them today from your salesman or write to Armour.

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A.I.L. Maps Plan for L. A. Convention

Tentative program set; entertainment planned

WITH THE AMERICAN INSTITUTE OF LAUNDERING's 66th annual convention less than three months away, staff members and AIL's board of directors have outlined a tentative program for the three-day meeting, to be held in Los Angeles, Cal., October 9, 10 and 11.

Presented under the theme, "A Golden Opportunity in the Golden State," the tentative agenda includes outstanding speakers from trade associations, textile industries, allied industries and AIL member laundries throughout the country. Business sessions, limited to the morning hours of the convention, will be held in the Grand Ballroom of the Biltmore Hotel.

Exhibits, held in the Shrine Auditorium, will open at noon on Friday, Saturday and Sunday, and will be open until 6:00 p.m. each day.

In preparing the program, AIL's staff and board of directors have been mindful of the business-pleasure combination offered by a California convention. Although business sessions are aimed toward the seriousness of laundry management, time is allowed for entertainment, the annual dance and special events for the ladies.

The tentative program outline is as follows:

FRIDAY, OCTOBER 9

- Chairman: Edwin W. Pearce, Columbia Laundry Co., Greensboro, N. C., AIL President and director from District No. 1
- 9:30 a.m. "Credit-Man's Confidence in Man," an industrial film showing the fundamentals of commerce-credit produced for Dun & Bradstreet
- 10:00 a.m. "Welcome to California," by G. Louis Dodge, Dodge Laundry and Linen Supply Co., Fresno, Cal., and AIL director from District No. 4. Mr. Dodge also will introduce AIL President Edwin W. Pearce
- 10:15 a.m. "Laundry Management for Today," by Grenville Whyte, president, Southern Service Co., Pomona, Cal.
- 10:55 a.m. Introduction of AIL board of directors and presentation of plaque to Martin B. Romeiser, immediate past president of AIL
- 11:00 a.m. "What the Public Wants From Us," by William E. Mercer, manager, AIL sales and advertising department. This is a report on the 4th Biennial AIL—Procter and Gamble Co. "Family Market Survey"
- 9:00 p.m. Annual dance and special entertainment in the Main Ballroom of the Biltmore Hotel

SATURDAY, OCTOBER 10

- Chairman: Denys Slater, Fishburn-Oriental Cleaning and Dyeing Co., Dallas, Texas, and AIL director from District No. 3
- 9:30 a.m. "What Makes Us Tick," an industrial film showing some of the things laundrymen should know about stocks. This film was developed by the New York Stock Exchange
- 9:45 a.m. "Laundry Personnel Relations," by Hugh R. Stephen, New Method Laundries, Ltd., Victoria, British Columbia, Canada
- 10:30 a.m. "Every Day Is Monday," the new Institute colored slide-film developed by AIL and Wilding Picture Productions, Inc. It is an educational film slanted to appeal to present and future homemakers
- 11:00 a.m. "Plant Employee Training—Production Control," by Jack A. Landale, president, Colonial Textile Service, San Diego, Cal.
- 11:45 a.m. "The Place of the Neighborhood Laundry in the Laundry Business," by J. Donald Reisser, West Coast district manager, ALD Inc., Los Angeles, Cal.

SUNDAY, OCTOBER 11

- Chairman: Albert Johnson, AIL General Manager
- 9:30 a.m. "Every Day is Monday," a repeat performance of the

- new colored slide-film
- 10:00 a.m. "First SELL Them—Then KEEP Them," by Sam H. Millman, Silver, Millman and Company, Chicago, Ill.
- 10:45 a.m. Presentation of Advertising Awards for 1953 by George Isaacson, director of AIL service departments
- 10:55 a.m. Presentation of Service Award to Herbert Kagel, exhibit manager
- 11:00 a.m. "Store-Laundry Operations in Texas," by A. C. Skinner, Jr., president, Oriental Laundry and Cleaners, Corpus Christi, Texas
- 11:45 a.m. "The Battle of the Fibers," by George H. Johnson, vice-president of the American Institute of Laundering

Special Train Arranged

A special train has been arranged through the co-operation of Santa Fe railroad officials for the Los Angeles trip to the AIL convention. The train will leave Chicago on Monday, October 5, and arrive in Los Angeles on Thursday, October 8.

Scheduled to leave the Dearborn Station on Monday, after the arrival of the main trains from the East, the Santa Fe Special will be made up of the latest type lightweight, streamlined sleeping cars. It will feature lower and upper berths, roomettes, drawing room, compartment and bedroom accommodations. Many of the accommodations can be opened to adjoining rooms, making spacious suites.

Dining and lounge cars, manned by Fred Harvey trained personnel, will be included in the train. The Convention Special will meet laundryowners coming on trains from St. Louis and Southeastern areas at Kansas City, Mo.

On the second day of the trip, the Special will stop at Albuquerque, N. M., for about an hour. This will give convention-bound passengers an opportunity to absorb some of the historic atmosphere of the city that was founded by the Spaniards in 1701.

On Wednesday, there will be a 13-hour stop at the Grand Canyon in Arizona. Morning and afternoon motor trips are planned for those interested in seeing the many sights afforded by the mighty wonder. All-day pack trips on the sure-footed burros down into the Canyon proper also are offered. All passengers will get an opportunity to view the Indian ceremonial dances in the evening before the train pulls out. The Special is scheduled to arrive in Los Angeles on Thursday morning, giving conventioners a full day to tour Los Angeles prior to the meeting.

The return trip is left open. This is done to allow laundryowners a chance to return directly or to combine their return with trips to other places they might want to visit.

The first class round-trip fare from Chicago, exclusive of sleeping car accommodations costs \$154.05. The fare includes the Grand Canyon side trip and the federal tax. Tickets are good for six months and can be used on any of several different return routings.

Laundrymen interested in making the West Coast trip on the "AIL Convention Special" are advised to contact their nearest Santa Fe Railroad agent, or to write to the Santa Fe's Chicago Office, 179 West Jackson Boulevard, Chicago 4, Ill. □□

only **AMERICAN** gives you a choice



CASCADE UNLOADING WASHER

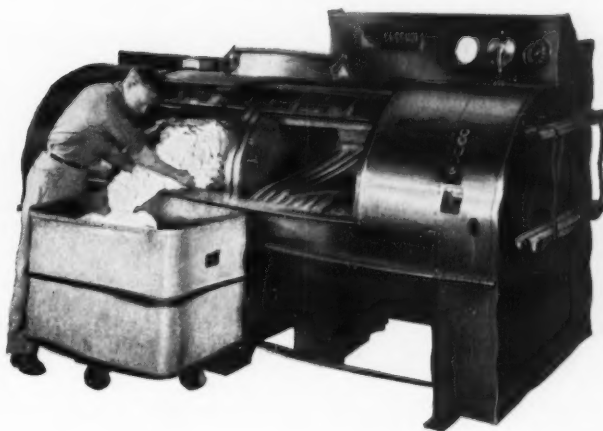
Here's the tops in modern labor-saving washroom equipment. Push-button control empties entire washer load in less than a minute. Shorter down time between loads means more loads per day than possible with any manually unloaded washer . . . and this can be proven with facts!

CASCADE REMOVABLE HORIZONTAL PARTITION WASHER

Ideal for laundries who demand good, thorough open-pocket washing with a minimum of manual labor . . . but who find it necessary to keep down their investment. After washing, the operator inserts lightweight aluminum partitions. Load then slides out easily. No stooping or reaching . . . unloading is easier, faster!

THIS ONE
unloads automatically!

with **THIS ONE**
work slides out easily!



and **BOTH** give you open-pocket washing!



The
AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

WHICH ONE best fits your laundry needs?

Here is a chance for you to examine the facts on laundry washing equipment, without sales pressure and overwhelming claims. American realizes that no two laundry operators have exactly the same problem.

By offering both of these types of washers we hope to fit your own particular washing requirements. Both American Washers give you open pocket washing . . . so necessary for thorough soil removal. And you can have either one with Full or Semi-Automatic Control.

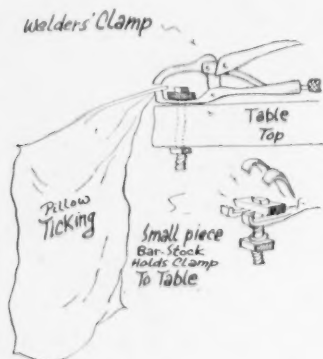
The choice is yours! We'll be glad to look over your operation and help you make the right choice!

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Rhapsody in Belleu

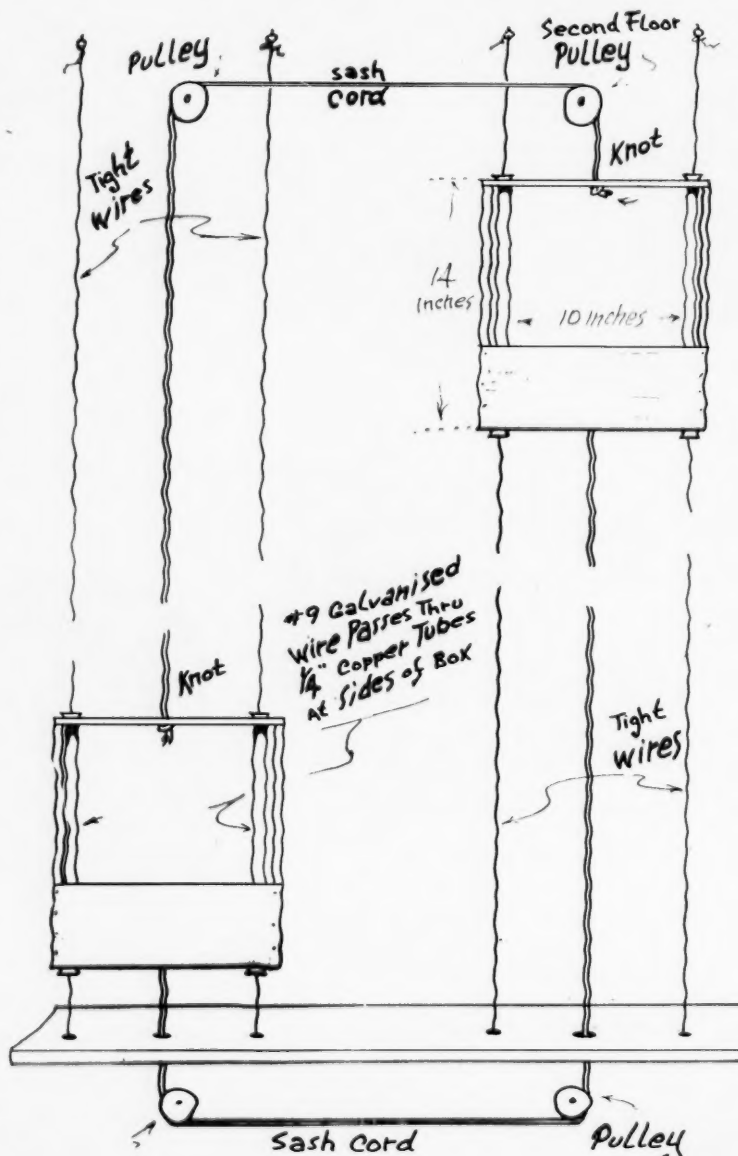
THIS IS A NATION of screwballs, and I can prove it. Just after I got out of service way back yonder (World War II, you wise guys), I had occasion to do a story on a laundry up in Marshalltown, Iowa. Since then, the owners, Dick and Chuck Hager, have been "nodding" acquaintances . . . they go to sleep whenever I try to tell them how to run their laundry business.

Just a week ago I got a letter from them that is actually fit to print. I quote: "Dear Lou: After seeing this evidence you will agree we have the finest collector known to exist . . ." He accompanied his letter with a letter from a customer. It read: "Dear Mr. Hager—The Lord brings it to my mind that I still owe a small balance on a rug cleaning bill. I am enclosing \$1.50. If that is not right will you send me a statement?—Mrs. E. M." Pretty good collector, I'd say.



Pillow Ticking Clamp

At the Nelson Laundry in Chicago they use a welder's clamp to hold pillow ticking while opening it up for renovating. This chore of opening the seams takes more than two hands ordinarily. The welder's clamp is fastened to the edge of the table with a small length of bar-stock over the lower jaw, and one motion of the hand secures one edge or end of the pillow ticking for a very easy opening of the seams with the operator's two hands. No more trying to hold one end of the pillow under one arm while ripping the seams with the free hand.



Pin Tray Pulley

Here's something I wished I'd passed up, as soon as I started trying to illustrate it. It's a little deal to get pin trays back to the second floor marking department at a Grand Island, Nebraska, laundry.

Didn't seem fair to skip it though, after all the patience the Townsends showed to my million-and-one questions. All it is, is two little 10- by 14-inch open-end boxes hooked to a pulley arrangement to



only a couple of peanuts...



a penny buys plenty in starch



It pays to be penny wise. That's why we say that Satinette at a cent or two more per pound than ordinary starch is the smart buy. You not only get smoother finish and greater pliability . . . you actually get it at *no* cost since there's never any waste with non-congealing Satinette.

THE KEEVER STARCH COMPANY
COLUMBUS 15, OHIO

STARCH COSTS SO LITTLE
IT PAYS TO USE THE BEST





What's the difference?

The difference is

CALGON!

**CALGON ANSWERS YOUR SPORTS SHIRT*
LAUNDERING PROBLEMS**

Calgon helps you get perfect laundering results at lower washing temperatures, lower alkalinities and limited mechanical action when needed for sensitive fibers and colors.

With Calgon in the formula sport shirts will be—
Clean—soap film and soil removed.

Bright—dinginess of soap film and imbedded soil gone.

Cool—fabric porous, body heat easily dissipated.

Absorbent—film-free fabric ready for perspiration.

You'll see the wonderful difference in the results. So will your customers. The difference is Calgon.

CALGON* IS EASY TO USE . . . CHOOSE THE FORM THAT'S BEST SUITED TO YOUR NEEDS
for Quality Laundering . . . Wetcleaning . . . Rug and Upholstery Shampooing!



*Calgon is the registered trade mark of Calgon, Inc., for its vitreous sodium phosphate products.

Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

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BIGGER BUNDLES WITH BETTER

Start Finish

It's the *first* bundle that counts with new customers! If it contains flatwork with that "perfection" RED EDGE finish, your routemen will go back for more and bigger bundles . . . You'll win satisfied customers and steady profits.

RED EDGE provides a resilient cushion for your flatwork ironers and presses. Its unique, *knitted* construction absorbs excess pressure on hems, seams and buttons, drinks up clouds of steam, and is highly resistant to scorching. RED EDGE saves money for you because it lasts far longer, requires fewer changes . . . saves time because it goes on and comes off quicker and easier.

Whether your problem is careful finish for particular housewives or the quantity production schedule of a linen supply plant, RED EDGE is your answer for pleased customers and plus profits. Try it in your plant today!



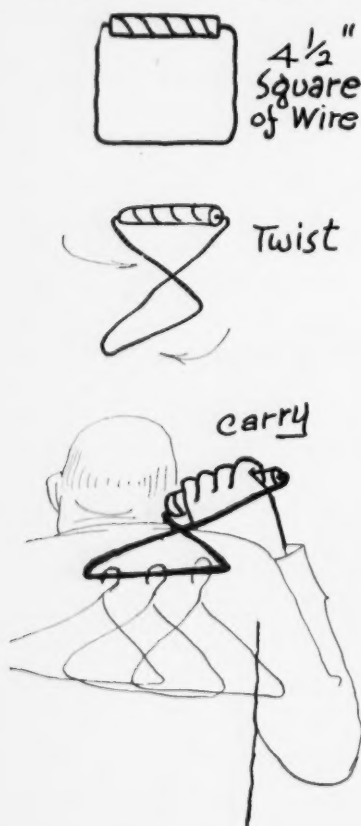
RED EDGE KNITTED PADDING
STANDARD 1/4" AND 3/4"
 FOR FLATWORK IRONERS: 1/4" and 3/4" Styles in Rolls, or Cut and Bound Pads.
 FOR PRESSES: 3/4" Style. Redi-cut and bound Pads. Also available in Press Padding Rolls.
 All 3 Double Thick Cut and Bound Pads available WITHOUT Binders if desired. Single Thick Pads available in all 3 cotton-asbestos styles for Flatwork Ironers using spring padding.

DOUBLE THICK
 FOR FLATWORK IRONERS: 3 Cut and Bound Pad Styles.
 Cotton: Cotton Binders attached.
 Cotton: Asbestos Binders attached.
 Asbestos: Asbestos Binders attached.

RED EDGE Knitted Padding

KNITTED PADDING CO. • CANTON, MASS.

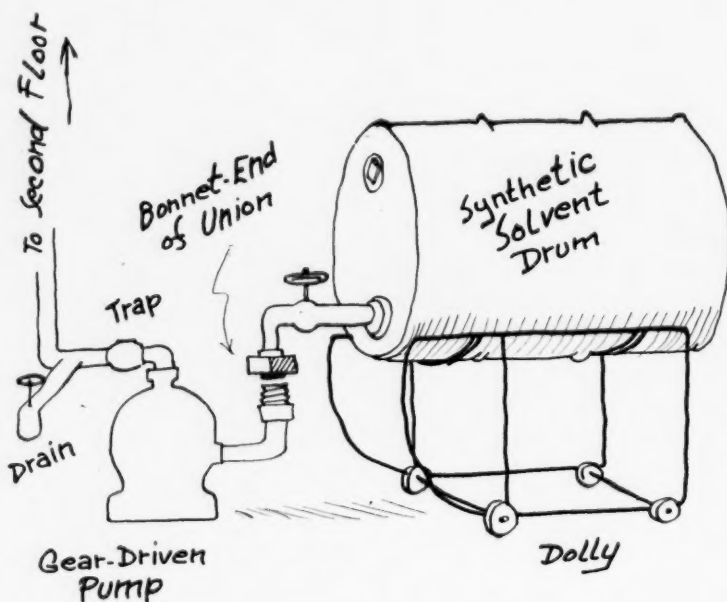
go up and down between the two floors. Tight wires of No. 9 galvanized wire serve as guides for the boxes, with the wires going through quarter-inch copper tubes at the sides of the boxes. The ends of these copper tubes are flared and cause no drag on the wire guides during their operation. Simply wooden boxes with the front open, except for the lower third so the pins don't fall out during the lift. Someone had a lot of fun building this thing, and doggone, I think it's cute. (Now, Lloyd, if you'll just figure out how to make it automatic so you won't have to pull it up . . . maybe some trained mice to scurry from one to the other of the boxes to counterbalance them.)



Bulk-Load Hangers

Here's another item from this Grand Island plant. It's hard to explain, but it sure does make it a lot easier to carry hangers of finished drycleaning. Bear with me for a moment. This is nothing more than two lengths of hanger wire bent into a square with sides about four-and-a-half inches for each side. One side of the square is taped so it provides a comfortable hand hold. You take hold of the taped handle and its opposite side and

twist the thing almost a half turn. Now you can lift several hangered garments off the express rail, since the two thicknesses of wire slip easily under the open end of the hanger necks and lift off the rail.



Solvent Pump

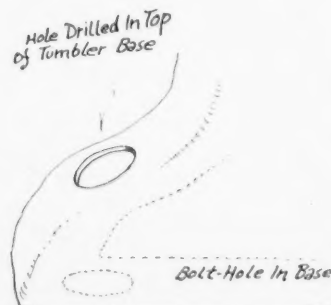
Lloyd Townsend's employees were getting a real workout carrying five-gallon buckets of synthetic solvent up a flight of stairs to his second story drycleaning department, so in self defense, he set up a pump to do the job.

First, he set up a gear driven pump to the second floor. Next, he determined the height the solvent drum would be held off the floor when it was tilted into a horizontal position on its dolly. Then he rigged up a pipe fitting complete with a shut-off valve that had the bonnet-end of a union at the proper height to fit onto the other half of the union on the gear driven pump.

Now all he has to do is to wheel in the drum of solvent, tip it over, connect the union and start the pump. The pump lifts the drum's 50- or 55-gallon contents to the upper floor in less than five minutes. Lloyd says it's much easier than carrying it up in five-gallon buckets. Somehow I can't help agreeing with him.

Seems there is also a drain at the lower edge of the vertical pipe to draw off the excess from the pipe, and a trap next to the pump for obvious reasons.

Swing the load of garments over your shoulder and be gone. For some reason (law of leverage, I suppose), the handhold is comfortable and the load rides comfortably over the shoulder.



Tumbler Tie-Down Bolts

Here's another from Nelson's in Chicago, according to Hugo Holms, the plant engineer. They had experienced considerable difficulty in lining up the tie-down bolts on the base of the tumblers when installing, due to the fact that they had to measure off the distance and then bore the holes, move the tumbler into position and insert the bolts. Most times they didn't line up and it was a chore to get the bolts into the holes properly. This was simplified by drilling holes directly above the holes in the base in the curved part of the tumbler housing and thus drilling the holes in the concrete floor exactly in position through the two holes. In this way the tie-down bolts were always in position. □ □

ONLY 27½" WIDE

Saves Floor Space...

the perfect dryer for
diaper — bachelor — family work
individual bundles



only the **HUEBSCH TWIN**
offers all these features:

- Safety switch shuts off cylinders and fan when doors are opened.
- Only one motor—for easier, more economical maintenance.
- Equalizing baffle—for even drying in both cylinders.
- Low initial cost; low operating cost; ruggedly built for years of service.
- Exclusive cylindrical lint trap deposits lint in the lint drawer by simply giving the lint crank a twist—or a kick.
- Faster drying, and more efficient drying, in less floor space and for less money, easy to operate, easy to maintain.

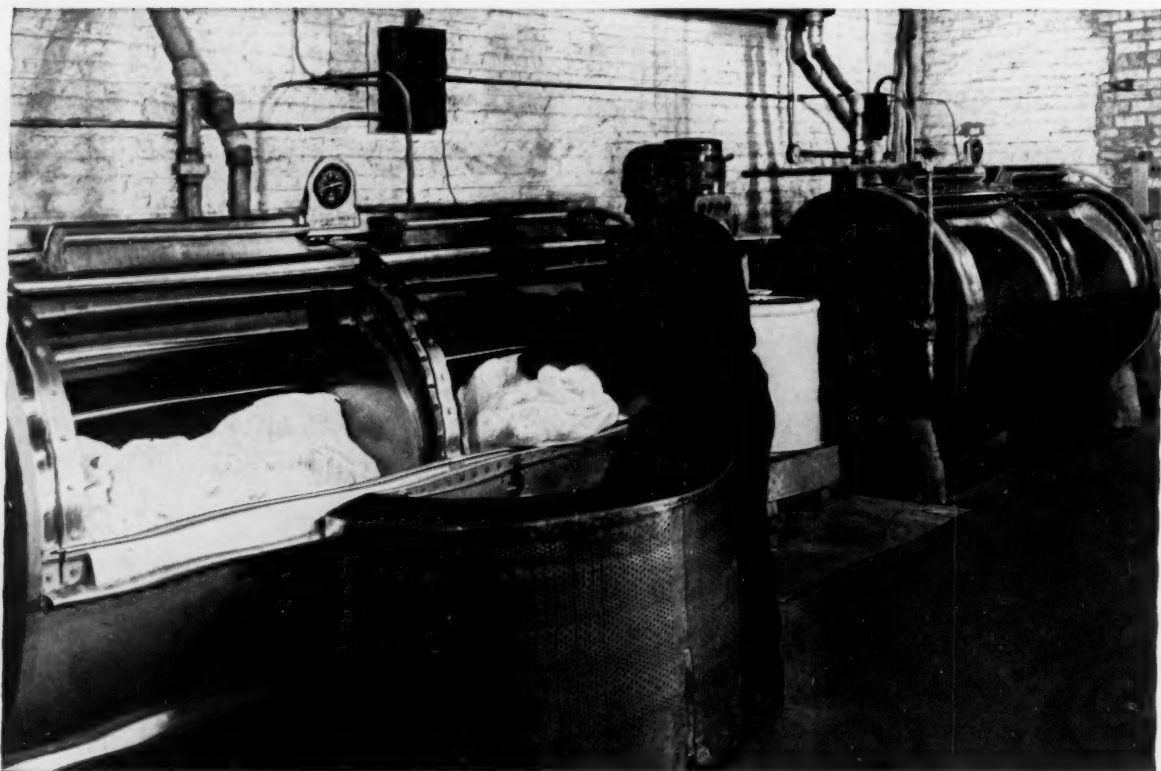
Available in steam and gas heated models. Steam heated tumbler shown.

HUEBSCH *twin*

by the Inventor and World's Largest Manufacturer of Open-End Drying Tumblers

HUEBSCH MANUFACTURING COMPANY, 3775 N. HOLTON ST., MILWAUKEE 3, WIS.

Division of
THE AMERICAN LAUNDRY
EQUIPMENT CO.



The Steel that Gives Laundry Equipment **EXTRA EARNING CAPACITY**

Laundry equipment that can be cleaned faster and easier gives you more productive hours—extra earning capacity. And in equipment made of Republic ENDURO Stainless Steel you get *maximum* cleanability!

ENDURO is highly resistant to the action of commonly-used washing compounds and bleaches. It stubbornly resists rust and corrosion—simply refuses to tarnish or blacken. At cleaning time, scum and residue slide right off its tough, lustrous surface with a rinse and a wipe. Even unskilled help can keep ENDURO equipment sparkling bright with a minimum of time and effort.

But cleanability doesn't tell the whole story of maintenance savings with ENDURO stainless equipment. ENDURO has the great strength of an alloy steel to give it high resistance to marring, denting, warping, buckling. And it's stainless steel through and through—has

no surface plating to chip, peel or wear away—never needs refinishing. Actually, the service life of ENDURO is still undetermined... equipment made with it more than 25 years ago is still on the job every day.

In washers, extractors, dryers, in conveyors, chutes, work tables, starch cookers and pails... ENDURO will give you, too, extra earning capacity, with important savings on maintenance and replacement. Republic metallurgists will discuss the use of ENDURO in conventional or special equipment with you and your equipment supplier. Call your nearest Republic Sales Office, or write to:

REPUBLIC STEEL CORPORATION

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CLEANER CLOTHES MEAN MANY MORE SATISFIED CUSTOMERS

DOW SODIUM ORTHOSILICATE cleaning compound gets
those extra-dirty clothes cleaner . . . faster



You can be sure that your customers will be pleased with the work you do for them, if you use Dow Sodium Orthosilicate cleaning compound. Whether you are washing greasy, grimy work clothes, rags, linen supplies or any unusually dirty fabrics, you will get the same perfect results every time.

Dow Sodium Orthosilicate cleaning compound saves you money, for it is the most effective soap builder you can buy. It stretches your soap dollar in addition to doing a more thorough washing job.

The high acid capacity of Dow Sodium Orthosilicate means that only small amounts are necessary to insure a fully

active soap solution during the entire sudsing cycle. Being a silicate, it is more effective than other alkaline compounds in suspending insoluble material and preventing redeposition. Dow Sodium Orthosilicate may be used alone on the break to remove the heavy soil before the soap solution is added.

By taking advantage of this excellent heavy-duty cleaner you keep your customers fully satisfied and you keep your washing costs down. Get the complete story on Dow Sodium Orthosilicate cleaning compound. Call your nearest Dow sales office or write Midland for the name and address of your local distributor. THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on **DOW CHEMICALS**



(Reprinted with permission from the May, 1953, issue of the COMMERCIAL CAR JOURNAL)

Light Delivery Trucks

It's an important question when laundryowners must choose between aluminum or steel delivery bodies. Here's what experts say:

ALUMINUM

Lower operating costs

Longer chassis life

Corrosion resistance

Painting unnecessary

Simple panel replacement

IT IS ECONOMIC SUICIDE for a fleet operator to base his choice of vehicles on their initial cost alone. Over-all operating and maintenance costs during the expected life of the vehicle must be considered if a wise choice is to be made.

This principle has long been supported by vehicle manufacturers, has become accepted by fleet operators generally. You might assume that the principle would apply also to the selection of bodies. Logically, it should. In practice, however, many retail delivery fleets shy away from using aluminum bodies, presenting as a major reason the claim that the initial cost is too high.

Against the argument of the higher initial cost, aluminum body manufacturers can present an impressive array of potential cost savings through proper use of their lighter-weight products in the retail delivery field. Among them: longer chassis life, greater gas mileage, longer tire life, longer parts life, potentially lower license fees, lower painting costs, higher scrap value and lower repair costs for denting and corrosion.

Initial cost only five percent

If the average life of a route truck is assumed to be 14 years, then the initial cost is actually only from three to five percent of the unit's over-all cost for its lifetime, with the greater portion of the total costs being made up of maintenance and overhead costs and the driver's salary. Therefore, a difference of 50 percent in the initial price of the vehicle would mean at most a difference of three percent in its over-all cost.

To illustrate this point, let's say that a fleet purchases a route truck complete with body and standard equip-

ment for \$3000. During its assumed 14-year lifetime it is expected to average 10,000 miles per year or a total of 140,000 miles. Operating cost, including gas, oil, maintenance and overhead (excluding driver's salary) is estimated to average 10 cents per mile or a total of \$14,000. Driver's base salary for the 14-year period, assuming an hourly rate of \$1.75 with a 44-hour week, 52-week year is \$53,256. Therefore, the overall cost of the vehicle is \$70,256 and the initial cost is only five percent (approximately) of the over-all cost. In some fleets, drivers' commissions are also considered part of operating costs. Where this policy exists, the relationship of initial cost to overall cost is proportionately lower.

For the purpose of this discussion it is assumed that maintenance, operating and overhead expenses are cut to the bone; that cost per mile is low, that driver-salesmen's wage scale can't be cut.

If you insist on staying with steel bodies, you've had it! But, if you're willing to pay the higher initial cost for an aluminum body, your over-all costs can be shaved.

Replacing a steel body with an aluminum body on the same chassis provides two alternatives: (1) You can maintain the same payload and reduce the gross vehicle weight. (2) You can increase the payload while maintaining the same gross vehicle weight. Since bulk rather than weight is the limiting factor of most retail delivery loads, the second alternative will appeal to only a few classes of operations.

Cost savings

With a lower gross vehicle weight you again have two alternatives: (1) You can use a chassis with a lower nominal weight rating with a resultant saving in initial purchase price. This also results in a saving in the purchase of component parts, particularly tires, throughout the life of the vehicle. (Price tables show that in many cases the lower chassis cost will offset the higher price of the body. For example, a bakery fleet saved \$450 on the initial cost of a lighter chassis made possible by using an aluminum body costing approximately \$500 more than a similar steel body.)

(2) You may retain the same chassis used with a steel body and save on maintenance costs through less strain on the chassis, engine, and component parts, with particularly notable savings on tires.

Let us consider alternative No. 2. For the sake of argument assume that a fleet has two identically

(Continued on page 44)



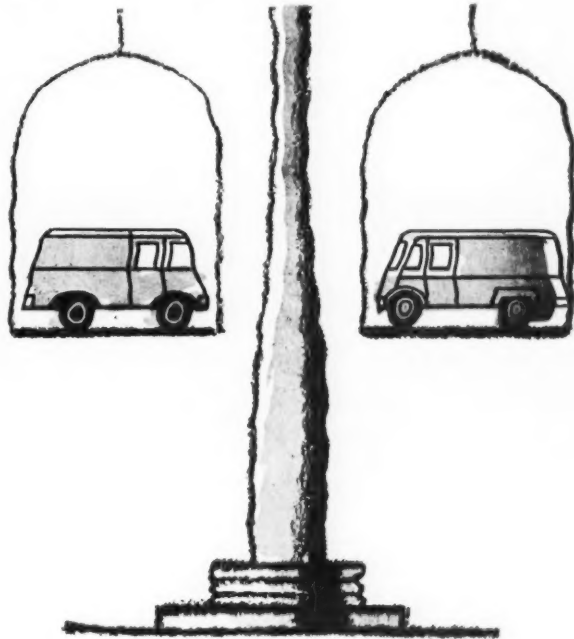
Aluminum or Steel?

In the never-ending effort to reduce transportation costs, laundryowners using lightweight, multi-stop delivery trucks face an important question. For maximum over-all economy, should they use steel or aluminum bodies?

In debating the merits of steel vs. aluminum for delivery vehicle bodies, no positive answer can be reached on these pages. But, there are definite arguments in favor of both types. We have attempted to present these arguments in logical, and wherever possible, documented form.

While every attempt has been made to confine each line of reasoning to statements which can be supported by facts, some, of necessity, are diametrically opposed. Where this situation occurs, the conflicting claims have been clearly stated.

We urge that each interested reader consider the arguments for both sides, then form his own conclusions taking into consideration the peculiarities of his own operation.



STEEL

Lower initial cost
12-15 year body life
Easily repaired
Easy to undercoat
Simple to paint

ANY DEBATE ON THE MERITS of various types of metals for multi-stop delivery bodies should establish one major point from the very beginning. The choice of materials to be used in such units is available to all truck manufacturers and body builders; therefore with a choice of materials and design to sustain its reputation no firm would purposely risk an unfavorable reaction to its product by ignoring any suitable available materials or favorable design.

To place undue stress on the choice of any particular material for this type of vehicle, without proper qualification, leads to wrong conclusions and acts as a boomerang, and many a good transportation man has gone off the beam in selecting his delivery units because he has

taken for granted as true the exaggerated claims of a particular manufacturer without investigation or proof.

Confining our discussion only to those units specified in the introductory note, let's take a quick look at the qualities of the two metals as they apply to this field. Differences in these qualities are of course based on the metals' inherent properties and attributes.

Weight: Present aluminum bodies in this class range from 500 to 1,000 pounds lighter than steel bodies with the same capacity.

Utility: For purposes of general examination, equal.

Initial Cost: There is a difference of from \$450 to \$500 in favor of steel bodies.

Maintenance: Steel bodies are less costly, and considerably so in some cases to maintain. Painting of steel bodies requires less in materials and time, costs less.

Durability: Steel man-high bodies, properly maintained, have proved themselves over a period of 12 to 15 years. The company which pioneered the development and manufacture of multi-stop trucks with steel man-high bodies commenced their sale in 1938. Many of its early units still are in service. There is no such broad experience with aluminum man-high bodies, whose origin of manufacture is comparatively recent.

Appearance: When properly maintained and painted, equal.

As may be seen in the initial summary above, the

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Trucks—Aluminum

(Continued from page 42)

equipped chassis with a known maximum GVW rating (including payload) of 7,000 pounds.

Vehicle S, with a steel body has an unloaded actual weight of 5,300 pounds. Vehicle A, with an aluminum body has an unloaded actual weight of 4,800 pounds. Both bodies have comparative cubic capacity. Each vehicle is assigned a payload of 1,000 pounds.

Therefore Vehicle S has a loaded weight of 6,800 pounds, while Vehicle A has a loaded weight of 6,300 pounds. Vehicle A has 10 percent lower GVW than Vehicle S. The 500-pound difference between an aluminum body and a steel body of the same capacity is not an extreme figure. It frequently is as great as 1,000 pounds.

Now, let us see what that difference in loaded weight means in terms of operating costs:

Gas Mileage: Since fuel mileage is at least partly governed by the GVW, then, other factors being equal, Vehicle A should get 10 percent greater gas mileage than Vehicle S. Over a 10-year period this would mean that you would save one year's gas costs with Vehicle A.

For example, a bakery fleet with 13 aluminum bodies on vehicles with an average total mileage age of 69,538 miles obtained an average of 11.6 miles per gallon. The same company had 15 steel bodies on vehicles with an average total mileage age of 71,444 miles and obtained an average mileage of 9.2 miles per gallon.

So, while admitting a 2.5 percent difference in mileage age between the two groups, there is still approximately a 20 percent difference in miles per gallon obtained.

For fair comparison purposes, in a discussion before the Society of Automotive Engineers, J. H. Dunn of the Aluminum Company of America estimated that gas mileage of a light delivery truck can be increased by 10 percent by switching from a steel body to a lighter-weight aluminum body on the same chassis.

Tire-Life: It has been estimated that a 10 percent decrease in GVW means a 25 percent increase in tire life. Tire costs for Vehicle A should therefore be 25 percent lower than for Vehicle S.

Chassis and Parts Life: Rate of acceleration and gradeability of a vehicle are directly related to the GVW, since it is a physical law that the greater the mass of a vehicle, the greater its inertia. With 10 percent

lower loaded weight, Vehicle A should have 10 percent faster acceleration, 10 percent more gradeability than Vehicle S.

Relating this to the effect on the chassis and the engine:

Vehicle A requires 10 percent less engine power than Vehicle S for the same rate of acceleration and the same gradeability. Therefore, Vehicle A can do the same work as Vehicle S in the same time and with 10 percent less strain on the engine, chassis and component parts. Theoretically, Vehicle A can do the same job 10 percent faster with the same strain on the vehicle.

License Fees: In most states, license fees are based on the GVW of the vehicle. Assuming an arbitrary licensing rate of $1\frac{1}{4}$ cents per pound GVW, then a license for Vehicle A would be \$6.25 cheaper than for Vehicle S, while both trucks carry the same payload.

Vehicle life

It is an accepted principle that parts are built to withstand a definite maximum load for their estimated life. Increase the load past maximum and, generally speaking, you automatically reduce the estimated life of the part. Manufacturers' guarantees are predicated on the condition that the maximum rating of the part is not exceeded.

From the standpoint of operating costs, then, let's examine the problem of maximum loads and load distribution.

To avoid excessive operating and maintenance costs you should know the exact weight you can carry in actual payload, including driver and racks. From this you can calculate what percentage of the loaded vehicle weight is payload. Experience shows that the permissible payload (without overloading the rated capacity of axles, springs or tires) ranges from $3\frac{1}{2}$ percent to 53 percent of the loaded vehicle weight. The more dead-weight of chassis and body you have to pay for moving the higher your delivery costs per dollar of payload delivered.

Your method of determining permissible payload is important!

For example: Truck "S" with 7,000 pounds nominal GVW is equipped with 7.50 x 16-8 ply tires. Chassis and empty body weight 2,511 pounds front and 2,789 pounds rear. Assuming payload distribution percentages of five percent front and 95 percent rear, how much payload weight, including racks and driver, can you carry without overloading the rear tires which are rated at 1,860 pounds each?

One method of solving this question is to deduct the sum of the chassis and body weights from the nominal GVW and assume that this gives you the permissible payload. In this case the answer would be 1,700 pounds payload. On the surface, this may seem reasonable. But now, let's take a closer look.

The 5,300-pound chassis and body weight is distributed with 2,511 pounds front, 2,789 pounds rear. Rear tires have a rated capacity of 1,860 pounds each or a total capacity of 3,720 pounds. But the rear tires are always carrying the weight of the rear part of the body and the chassis, so the payload may be only 931 pounds. Payload distribution is 5 percent on front and 95 percent on rear. Therefore, 931 pounds represents 95 percent of a permissible payload of 983 pounds.

By using the first method you are overloading the rear tires by more than 769 pounds. While this is obviously an extreme example, it does point up the need for care in calculating your permissible payload.

(Continued on page 46)



"Just as I thought . . . a woman driver."

puzzled...?



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(Continued from page 44)

Other factors

In addition to the saving in weight, aluminum can mean other cost savings in body maintenance. Aluminum resists corrosion. As a result, skins can be left bare and look neat, and painting costs are held to a minimum. If, for advertising reasons, painting is desired, money can still be saved. Adherence of paint to aluminum is exceptionally good and painting is required only half as often as with steel.

One fleet provides the following time study of painting operations with the two types of bodies. Time required to clean and refinish aluminum—42½ hours; time required for the same type of work on steel bodies—56 hours. Thus, with aluminum bodies paint costs were reduced over 30 percent.

In addition to this example, it is also worthwhile to mention that aluminum bodies do not require inside painting. The bare metal reflects light and provides a natural brightness.

While aluminum also possesses high anti-corrosion characteristics, corrosion may occur where two dissimilar metals are in contact, such as when steel rivets are used in an aluminum body. Corrosion may also occur in the presence of moisture, resulting in a galvanic cell action. This condition can be remedied by priming both steel and aluminum with zinc chromate primer and using a plastic sealer in the joint to prevent the entrance of moisture. In the battle against corrosion, all crevices and pockets should be avoided or sealed off in this manner.

Trucks—Steel

(Continued from page 43)

type of aluminum body being discussed is lighter; the type of steel body is less costly to purchase and to maintain. These are the only measures which may be compared in a general discussion.

In the vast majority of multi-stop operations, load limitations are not determined by weight but by bulk. The cubic capacity of the body generally limits the size of the load in these operations (5,000 to 10,000 GVW group).

In multi-stop delivery operations the operator therefore cannot generally take advantage of pounds saved through vehicle weight reduction. Where, then, does the operator find advantage in the aluminum man-high body?

Saving in fuel is one claim which has been offered. The estimates and reports on fuel economy offered (up to 10 percent, is one; two miles per gallon of gasoline is another) are quite favorable for the case for aluminum, but the fact that there is a wide variance (variance of up to 100 percent or more) should be noted.

Here are the results of an actual test, run as nearly as possible under truly objective test conditions.

Three new trucks with multi-stop bodies of identical design, transmissions, axle ratios, engines and tire sizes were operated over one route. They covered the same mileage at the same speed, and made the same number of stops. Different drivers were used.

Gross vehicle weights (scale weights) of the trucks:

Truck No. 1—6,000 pounds GVW

Truck No. 2—6,500 pounds GVW

Truck No. 3—7,000 pounds GVW

Truck No. 2 used two percent more fuel than No. 1.

Truck No. 3 used 4.1 percent more fuel than No. 1.

The savings in fuel consumption of the lighter trucks

Corrosion may also occur where a moist solid such as wet insulation, wet wood or floor dirt is held in contact with the aluminum. This screens off oxygen and can be dealt with by priming, as described above. In the dairy fleet field it was once true that the aluminum bodies then in use had low resistance to the lactic acids and caustic solutions common to this industry and thus had a relatively short life. Alloys now available, however, resist this type of corrosion when properly primed.

Since you can normally expect to get longer life from an aluminum body, it should be of a type which can be readily removed and mounted on a new chassis. Also it should be properly engineered for the best use of the material, whether it is of the heavy-panel-frameless construction or the thin-skinned variety with properly extruded frames. Maximum dent resistance can be attained through the use of the heavy-panel type.

What these qualities mean in terms of cost saving is best illustrated by the example of a large bakery fleet in the East. Over a three-year period this fleet found that aluminum bodies required no anti-corrosion maintenance and was able to list a 100 percent saving in this part of its cost picture.

If your bodies are of the heavy ¼-inch panel type, you get an added saving from the cost of repairing dents and minor traffic damage without added weight.

Finally, the initial higher cost of an aluminum body is not a total loss, since, after giving longer life with less weight on the chassis and the many other cost savings explained here, when you finally reach the point where the body has to be sold for scrap, it has a relatively higher per pound value than a steel body. □ □

are maximum because the tests were not conducted with diminishing payload.

Using 10 miles per gallon for Truck No. 1, and the arbitrary figure of 25 cents per gallon as gasoline cost, as a means for interpreting the test results generally, it may be determined through exercise of grocery store arithmetic that Truck No. 1 will burn about 42 gallons of gasoline less during a 10,000-mile year than will its 1000-pound-heavier fleet fellow.

At 25 cents per gallon, this is a saving of about \$10.50 per year in fuel. This saving is insignificant when compared with the factors of greater initial cost and greater maintenance cost.

It should be noted, incidentally, that the claims regarding the savings of two miles per gallon of gasoline, and 10 percent less fuel, pertain to bodies whose lighter weight was achieved not only by use of light metal in construction but also by eliminating side panel frames and liners.

Insulation of the aluminum body—aluminum being a better conductor and radiator of heat than steel—adds to its cost (because of addition of inner liners, frame members, insulation, etc.) and usually destroys the weight advantage. Bodies of box-frame construction with inner liners providing air space insulation are of approximately the same weight whether made of steel or aluminum.

The possibility of going to lighter and less expensive chassis because of the reduction of 500 to 1,000 pounds with the use of light-metal bodies may be suggested. This actually defeats the ultimate objective of the user. The lighter chassis with its smaller and weaker components will cost considerably more to service during the life of the vehicle, contributing toward a higher rather than a lower operating cost over a period of years.

(Continued on page 50)



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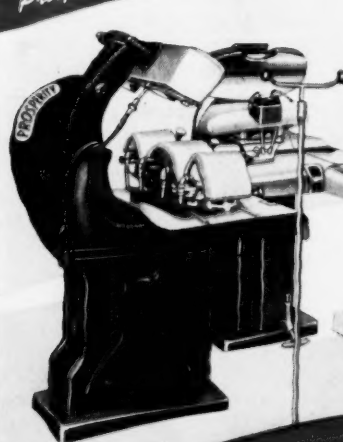
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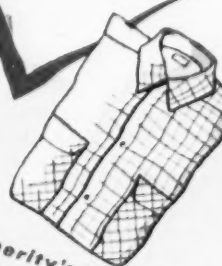
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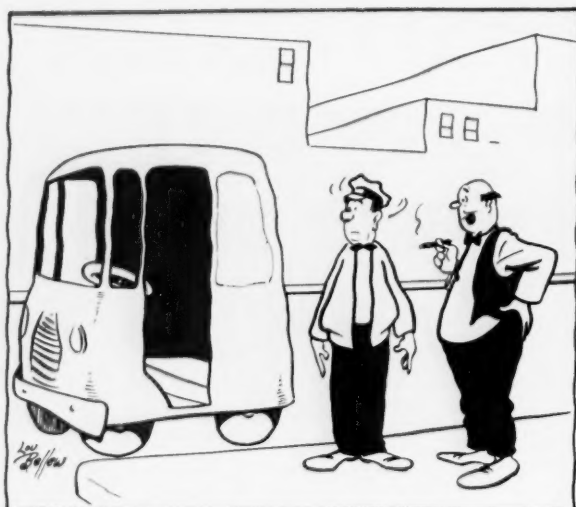


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"Naturally, right at first you'll work one of the smaller routes."

(Continued from page 46)

Actually, examination of multi-stop operating expenses as regards weight of the delivery unit should include both chassis and body. As that is not properly a part of the question, it will not be discussed here.

Initial cost

To obtain low truck prices requires quantity production and, among other factors, low-cost material for the bodies.

This material must lend itself readily to quantity production techniques: it must be cut, formed, joined and finished with expenditure of the least amount of man-hours of labor.

That means steel. As compared with other common metals available, steel has these advantages:

1. A given thickness of steel is stronger.
2. Steel in units of equal strength costs about one-third compared with light metals.
3. It is readily cut, formed, joined and finished at low expenditure of man-hours.
4. It is universally and quickly available.

Various kinds of steel are used in the manufacture of multi-stop bodies, and among them are differences in quality, durability and strength. One leading manufacturer uses high-tensile alloy—more durable with rust-resistant qualities, as well as stronger with less weight, when compared with body steel commonly used by some other manufacturers. In the design of the body the manufacturer achieves weight and cost saving along with maximum strength and durability by careful selection of the type and gage of steel suited for each part.

Maintenance

Maintenance costs dictate the use of steel in multi-stop delivery bodies because steel is (1) readily available, (2) economical to buy and (3) easily repaired.

Localized dents can be easily bumped out of steel bodies, or, selective parts of steel bodies or of steel panels can be cut out and replaced by welding. Steel bodies as a rule have sections attached by spotwelding. These are easily removed with cold chisel and hammer or with a drill. Repairs to steel bodies do not require the use of elaborate techniques by highly trained repair men.

On the other hand, repair of aluminum bodies is much more costly. Dents cannot be readily bumped out. Replacement of entire panels is costly both as regards to

(1) cost of replacement panel and (2) labor.

Most aluminum bodies have sections attached by rivets as the metal is not easily welded. Removal of rivets with a chisel may tear or elongate the holes in the piece to which the damaged panel is fastened. Some sections are attached with as many as 100 rivets, which means excessive labor cost.

Painting

One item in maintenance cost is paint. On steel bodies painting prices charged by the largest manufacturer of multi-stop bodies (for one color) is \$51 net. This figure is considerably less than costs claimed by an aluminum body manufacturer.

Paint adheres equally as well to steel or aluminum provided the metal is etched and free of dirt and grease.

The overall economics of body painting tend to favor steel as preparation of the metal is simpler. Steel does not require as much etching as aluminum as the surface of cold rolled sheet is not as smooth as aluminum and it can be cleaned with low cost alkalis that would damage aluminum.

Steel may also be sealed simply by painting a finish coat directly over a chemically cleaned surface with no primer, the surface being treated before final assembly. Also steel is cleaned and etched with a low cost solution, primed, sanded and painted. Both methods effectively seal the metal with one finish coat of paint.

Aluminum must be cleaned and etched, usually with an alcoholic phosphoric cleaner, to remove dirt, grease, and etch the metal. Although it is possible to use other primers on aluminum, the most protective is one pigmented with zinc chromate. Both cleaner and primer tend to be more expensive than those used on steel. The finish coat must be of a paint that is compatible to the prime coat. Often this calls for a more expensive paint.

Mechanical removal of paint from aluminum should be easier than from steel as the metal surface is inherently smoother. Paint can be removed from either metal chemically in about the same time at about the same cost.

Summary

Owners of fleets of multi-stop trucks, being necessarily practical, cost-conscious managers, are quite sensitive to factors which compose overall delivery cost: initial investment, maintenance, depreciation, etc., including driver and other labor costs.

Best evidence of their cost-consciousness is the fact that the forward-control chassis with man-high body has become the standard for their multi-stop delivery operations. These trucks provide greater load space (which favorably affects routing, parking, garaging and dock area), handsome appearance, advertising space, easy load-working, convenience for the driver and maximum maneuverability—all of which affect costs.

It has been well demonstrated for this group that the forward-control chassis with man-high body is the kind of truck which serves best (that is, most efficiently and therefore most economically) in multi-stop delivery operations. They have bought tens of thousands of steel bodies for service in scores of multi-stop delivery fields since 1938, and are buying them presently at the rate of twenty to one over aluminum bodies.

It is apparent that they have considered in the practical sense what we have been considering in the theoretical sense: the problem of whether the light weight of aluminum bodies offsets cost-wise the lower initial cost, the lower maintenance cost, the more generally adaptable construction and the proved durability of steel bodies for multi-stop deliveries. □□

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Oregon Elects Rawlinson



Newly-elected officers of the Oregon association are, left to right: Richard Rawlinson, president; Russell Marshall, vice-president; Duane Lawrence, secretary-treasurer, and James Swindells, executive secretary

THE OREGON STATE Laundryowners Association, convening on May 22 and 23, had a registration of approximately 125 for the two-day meeting.

Cecil Lanham, director of education and personnel training at the American Institute of Laundering, was the first speaker on the May 22 program. Mr. Lanham's subject was "The Human Side of Management." He outlined the progress of the laundry industry and warned against an attitude of defeatism.

Willis A. Pellerin, Pellerin Milnor Corporation, was the next speaker. Mr. Pellerin's subject was "Horse and Buggy Merchandising," and he used slides to tell the story of the progress of the industry from the actual horse and buggy days down to the present-day washing store operated as an activated pickup station. He

told the delegates that they should start with low cost basic service and build charges for additional services.

A. W. Mortensen, a hot water engineer from the Northwest, opened the next morning's program. He spoke on boiler installation and the importance of hot water and reclaiming heat, emphasizing the fact that it is wasteful to pay for heating water and throw it away.

Miss Dorothy Gatton, of the home economics department, Oregon State College, was the next speaker. Miss Gatton explained the tests which are being conducted at Oregon State, where different textiles are being put through a series of washings, with similar tests being made at power laundries and by using home type washing equipment.

Miss Gatton told the delegates that, to-date, the tests

were showing that the garments processed by the power laundries showed less wear and, of course, come back as a better quality finishing job. She stressed the need for more equipment and more outside interest in the testing department.

Miss Gatton's discussion was followed by a panel period, with Alex Dumas, retiring president, as moderator, and Richard Rawlinson of Capitol City Laundry, Salem, and R. H. Windishar of Home Laundry, McMinnville, on the panel. The panel discussion centered around what should be done by the small laundry to sell the customer on power laundry service. Messrs. Rawlinson and Windishar explained different methods of selling the housewife-consumer.

The afternoon was set aside for a general business session

and election of officers.

The following officers were elected: Richard Rawlinson, Salem, president; Russell Marshall, Klamath Falls, vice-president; Duane Lawrence, Portland, secretary-treasurer; T. T. Georges, Sr., Portland, sergeant-at-arms. James G. Swindells, Portland, was elected executive secretary.

The following directors were elected: Tom Georges, Jr., Portland, for the Portland district; Lynn Hughes, Astoria, for the lower Columbia district; Bert Farris, Bend, for the eastern Oregon district; Van Weider, Salem for the Willamette Valley district, and Robert Stewart, Medford, for the southern Oregon district.

Entertainment included a joint ladies' and men's style show and luncheon, a golf tournament and the annual banquet. —Lon Fanald



Scene during one of the Oregon convention business sessions

Florida Meeting Draws Over 400

THEIR MOST SUCCESSFUL convention, in the opinion of the Florida Institute of Laundering and Cleaning, was held at Orlando, May 29-31. Attendance was well over 400. About half that number attended the special clinic for the cleaners held at Orlando Steam Laundry the afternoon of the second day and the morning of the third.

Jack Ireland, Howard Reeves

and Judd Randlett, all of the National Institute of Drycleaning, conducted classes and demonstrations on cleaning, finishing and spotting, respectively. Several operators brought their employees.

At the business sessions, speeches were given by G. W. Boyd on "Pattern for Profit"; W. A. Pellerin on "Horse and Buggy Merchandising"; and Theodore R. Keiser on "Work-

men's Compensation Self-Insurance."

Mr. Boyd, sales manager for the Sanitone Division of Emery Industries, told the assembly to "take down your 'not-responsible' signs and put up 'responsible.'" His talk on costs was illustrated with a trick necktie that rose when he mentioned overhead going up and fell when it was described as going down.

Mr. Pellerin, chairman of the board of the Pellerin Milnor Corp., pictured trends in the industries from 1880 to the present. Get into sidelines that help carry your overhead, he advised, mentioning washing service at stores as an example.

Mr. Keiser, of Corporate Group Service, Inc., Orlando, told how participants in a compensation insurance pool could

(Continued on page 54)



THE
36" x 30"
AND
THE TWIN
either white or
pastel green
baked enamel
finish

The "Stuff" you want in Laundry Tumblers

Any part replaced in less than 15 minutes . . .
Powered with sturdy Cissell Reduction Gear . . .
Easy-to-clean lint trap. Lint inspection doors in rear
panel . . . Separate motors for fan and basket . . .
Dampened heat control . . . Steam-Heated or Gas-
Fired. Heating units are interchangeable . . . Avail-
able with Time and Temperature control as illus-
trated . . . Safety door switch—Heat resisting glass

in door . . . Gas-Fired Tumblers have: Built-in steel
brushes that clean burner in less than 3 minutes;
Basoid valve with safety pilot protection . . . Twin
Tumblers have: Sliding Damper to vary distribution
of heat to both baskets; or to cut-off flow of heat
to either upper or lower basket and direct full flow
to the other.

You'll make the right choice with Cissell

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC. — 837 S. FIRST ST. — P.O. BOX 1143 — LOUISVILLE, KY. Foreign Distributors:
Address Correspondence to Export Dept. — Cable Code: CISSELL. Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles

(Continued from page 52)
reduce their costs on this item. A separate company would be formed, he said. It had already received the sanction of the Institute.

Social events included a cocktail party, banquet and dance. The following new officers were elected at the final session: W. E. Crowson, Bradenton, president; Donald Wells, Mich., took over.

Coral Gables, vice-president; Mrs. Ruby S. Dunning, Jacksonville, executive secretary and treasurer. Directors include Charles Hodshon, Dunedin; Everett Morrison, Quincy; Henry Hodges, Miami; Herman T. O'Steen, Jacksonville; W. T. "Duke" Warren, Jr., Ft. Pierce; Warren B. Wiltshire, Ft. Myers, and Marcus Milam, Gainesville.

Illinois Convention in Peoria

NEARLY 100 MEMBERS of the Illinois Laundry Association and allied trades representatives met in Peoria on May 27 and 28 for the group's 53rd annual convention. The Wednesday and Thursday meeting started off at a leisurely pace with a tour of a large distillery located practically in the heart of Peoria, and fellows, you might be interested to know, we've got 'em working nights.

Wednesday evening, of course, was devoted to the annual smoker, where everyone had an opportunity to get acquainted with everyone else. It's a particularly fine way to start off any convention, and a practice more conventions could well institute.

Thursday was the day for the business sessions. Following President Paul Branch's official welcoming remarks, and a few words from Martin Romeiser, president of the American Institute of Laundering, the convention got underway with a talk on selling by Bill Mercer of the AIL. Bill covered a lot of ways to increase sales, and emphasized particularly the idea of the shirt campaign offering free shirt laundering for any delivered with a button missing. Another thing, too, you launderers can quit worrying about splitting routes. From now on Bill should be known as "Painless Mercer" . . . his suggestions on how to split a route sound so darn effortless.

Following J. E. Duffield, Associated Employers of Chicago, who reported on recent legislative matters before the state lawmakers, John Otte, Jr., from the American Laundry and Cleaners in Grand Rapids, Mich., took over.

Mr. Otte has done a remarkable job at American, according to all reports. For one thing, John has had considerable success with guaranteeing for one year any shirt laundered in his plant. His plant has been sticking to this sales gimmick since 1936 and getting results. Another point he stressed was his plant's successful campaign to plug for heavier laundry bundles, on the basis that delivery costs in the larger cities make it unprofitable to process small bundles. Larger bundles are coming in as a result of their carefully planned efforts to this end.

The luncheon speaker was Ray Eliot, University of Illinois, billed as the "Dean of the Big Ten football coaches." Theme: You gotta want to win! I imagine half the laundry-owners present will be in jail within the next two weeks for throwing a rolling-block on the first customer that gives them a bad time. (That wasn't what he meant, men!)

Ed Kahn, of Kohnstamm & Co., opened the afternoon session with a talk on "Sink or Swim" in which he gave his listeners many instances of



Three of the guest speakers at the convention were, left to right; John Otte, Jr., American Laundry and Cleaners, Grand Rapids, Mich.; Ed Kahn, Kohnstamm & Co., and Bill Mercer, manager of the sales and advertising department of the American Institute of Laundering

plants doing a more profitable job of selling as well as producing acceptable work. This was the first time we've had the pleasure of hearing Ed on a program, but it looks like he'll be plenty busy on the convention circuit from now on.

Kermit Johnson of the Illinois State Chamber of Commerce discussed pending legislation in the state and how it would effect employers in the future. To tell you the truth, I don't know what he said. A careful check with those nearest me was no help. Everyone seemed as confused as he was, and I was. (Moral: never try quoting excerpts from rulings dealing with unemployment compensation and the like, without notes.)

Last speaker of the day was a little man from Chicago who has his own advertising agency,

Leo P. Bott, Jr., who spoke on the law of averages and how they effect your advertising efforts. Mr. Bott has more bounce to the ounce than a dozen men and it all seems slanted to better advertising methods. One of the best things for the average launderer to remember is to check his ads constantly to be sure they can be instantly recognized as pertaining to his plant. Ads, according to Leo, must follow a planned continuity for best results. To check, place a paper over the name and see if the ad could apply to any other plant simply by inserting another plant's name. If so, the copy is not right since the copy should identify the plant even without a name.

The banquet Thursday evening was a fitting climax to two interesting days.

—Lou Bellew



Shown at the Illinois convention luncheon are, left to right: N. C. J. Christiansen, treasurer; Paul R. Branch, president; Coach Ray Eliot, luncheon speaker; Harry Millard, secretary; William J. Kirchberg, vice-president, and John Toomey, executive secretary, Chicago Laundryowners' Association



Specialists in Laundry Cleaning Products



Wyandotte SKORTEX in action at Marion Laundry, Inc.

"Wyandotte SKORTEX saves hot water, reduces washroom time . . . CUTS OUR COSTS!"

says Howard Johnson, owner, Marion Laundry, Inc.

"Wyandotte SKORTEX gives us consistently good work," says Mr. Howard Johnson, owner and manager of the Marion Laundry, Inc., Ocala, Florida. "We no longer have to worry about soap specks.

"SKORTEX produces brighter colored work and a very high whiteness retention on white goods.

"By using SKORTEX, we save hot water, and have reduced our washroom time. SKORTEX has proved

most economical to use!"

Wyandotte SKORTEX,

a balanced, promoted synthetic, penetrates fast, removes soil quickly and thoroughly. Economical SKORTEX allows cold-water rinsing, which means reduced fuel costs for you. SKORTEX works well alone, or in conjunction with a soap builder.

The use of SKORTEX and Wyandotte ARLAC* (known as the one-shot formula) gives you the savings of SKORTEX plus the benefits of Wyandotte's high-detergency builder.

Ask your jobber or the Wyandotte laundry specialist for a

demonstration of SKORTEX and the one-shot formula. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Angeles 12, California.

*REG. U.S. PAT. OFF.

Wyandotte
CHEMICALS

Helpful service representatives in 138 cities in the United States and Canada

CLEANING
THE
WORLD

Largest manufacturers of specialized cleaning products for business and industry



Left: Shown with the Hon. Walter J. Kohler (second from left), governor of Wisconsin, are (left to right): Martin Romeiser, past president of the AIL; Henri Foussard, president of the Minnesota association, and Hartley Kehr, president of the Wisconsin group. Right: Guests fill their plates with Abner Luetzow's famous Smorgasbord

Wisconsin-Minnesota Meeting a Lulu

ANYONE WHO WOULD intentionally miss that two-state convention of Wisconsin and Minnesota launderers, known as the Wisconsin-Minnesota Institute of Laundering convention, should see his nearest psychiatrist. The last one was another lulu.

Held in Milwaukee on Friday and Saturday, May 22 and 23, this two-state affair drew just shy of 200 launderers and allied tradesmen. Martin Romeiser, president of the American Institute of Laundering, opened the meeting with a report on laundry affairs. Clark Woodward, personnel man for A. O. Smith Corporation, and Marion Magin, program director for the Wisconsin Telephone Company, were the two speakers for the afternoon, with Hartly Kehr, president of the Wisconsin launderers, presiding.

That evening, an event occurred which has truly become a trademark of this particular meeting. The famous "Smorgasbord" as only Ebner Luetzow can prepare one! After this the governor of Wisconsin, Walter J. Kohler, appeared and welcomed the delegates in grand style. (One of the very few governors who ever showed up at a convention as advertised . . . and a most wonderful person.) The whole thing was topped off with A. A. Ansay's Square Dancers giving an exhibition.

Saturday afternoon (no morning sessions, a rule which more associations should follow), as always, the meeting room was packed solid to hear Minnesota's president, Henri Foussard, introduce Dr. Dorothy Lyle, director of consumer relations for the NID.

Dr. Lyle departed from her

usual talk on fabrics and gave the lady customer's reaction to the average cleaning plant's faults in such matters as sending garments back with an overabundance of stapled tags and pins, on which the ladies proceed to break their nails. Basing her thoughts on the fact that women make 85 percent of all purchases in retail stores, Dr. Lyle stressed the need for checking the plant's telephone girls for voice manners by occasionally calling them. In advertising drycleaning service, she feels it is high time the cleaners pointed out more of the things the customer now gets in a drycleaning service, and thus justify present prices that haven't increased like other services.

The rest of the day was devoted to the increasingly popular panel discussion, with leading launderers from both

Wisconsin and Minnesota, plus representatives from the AIL serving as willing targets for questions from the floor. And there were plenty.

Saturday night, as usual, was topping for the cake. A grand dinner, followed by a really terrific floor show, then dancing until the wee small hours. So ended another of the finest two-state laundry conventions in the country.

The Minnesota group did not elect new officers. However, the Wisconsin association elected the following: Harold Whitaker, president; Frank Bregar, first vice-president; Clive Buckley, second vice-president, and Bob Lee, secretary-treasurer. Wisconsin directors are Clive Buckley, Bob Lee, Jack Davies, Hartly Kehr, Harold Whitaker, Frank Bregar, Ted Ward, A. A. Ansay and Jack Vaudreuil.

—Lou Bellew

LAUNDRY BUSINESS TRENDS

New York

May 9—1.2% more than last year
May 16—5.3% more than last year
May 23—8.5% more than last year
May 30—0.9% more than last year

M. R. Weiser & Co., New York

New Jersey

May 9—2.7% more than last year
May 16—5.3% more than last year
May 23—7.7% more than last year
May 30—5.0% more than last year

M. R. Weiser & Co., New York

New England

May 9—1.4% more than last year
May 16—7.1% more than last year
May 23—8.8% more than last year
May 30—9.6% more than last year

Carruthers & Co., Boston

Southeast

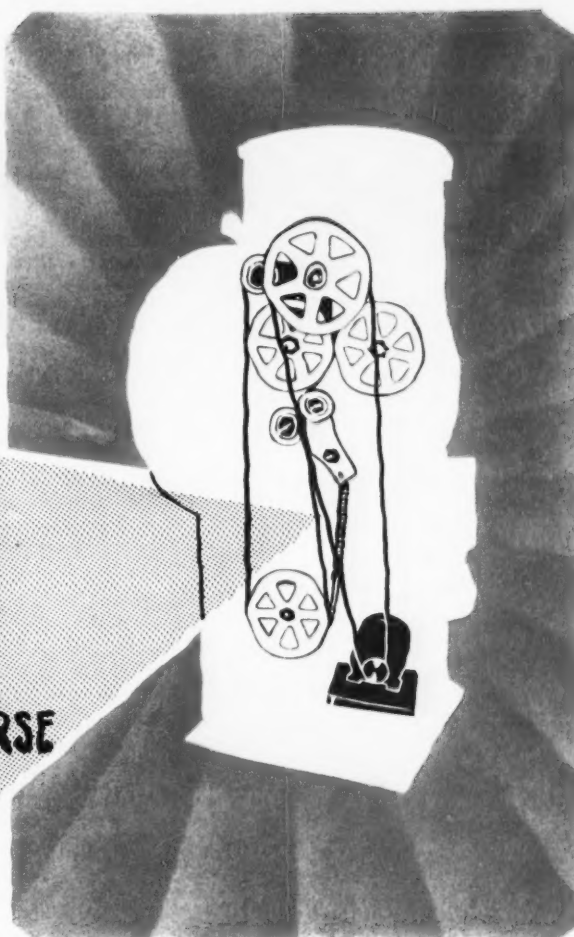
Apr.—1.0% less than last year

J. R. Wilson & Co., Atlanta

LOOK INSIDE

and see The DIFFERENCE

the
**WORLD FAMOUS
HAMMOND
MECHANICAL REVERSE
AND DRIVE
WITH 17 U.S. PATENTS**



NO TROUBLESOME REVERSING MOTORS OR MOTOR STARTERS

(Elimination of the electric reverse is highly desirable and is practically imperative where only single phase current is available.)

NO TIME LAG BETWEEN REVERSALS! NO QUICK-WEARING WORM GEARS

(Much of the power of small worm gears is lost due to friction . . .)

- AUTOMATIC BELT TENSION
- COMPARATIVELY LARGE DIAMETER PULLEYS
- FINAL DRIVE THROUGH SPUR GEARS
- AUTOMATIC LUBRICATION

NO OTHER WASHER AUTOMATIC CONTROLS CAN COMPARE WITH HAMMOND

The precision automatic controls used on Hammond washers are designed and used exclusively by Hammond. Constructed with the operator in mind (not the local electrician). Does away with complicated, troublesome and costly wiping contacts and electrical relays . . . yet does everything the operator desires . . . and does it consistently . . . smoothly and without trouble.



When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Laundry News Notes



GRANTS PASS, ORE.—The Glendale Laundry, located on Pacific Ave., has been purchased by Violet McGuire.

MEDFORD, ORE.—The Medford Domestic Laundry has assumed the business name of the Ashland Laundry and Dry Cleaners.

SILVERTON, ORE.—After 14 years of continuous operation, the Silverton Laundry, owned by Dean Jones, is going out of business. Among the reasons given for closing is the illness of Mrs. Jones.

SWEET HOME, ORE.—Mrs. Hazel

Gordon has announced the sale of the Sweet Home Laundry to the Albany Laundry.

ST. HELENS, ORE.—The Palace Laundry, Portland, has closed its St. Helens office at 3rd St. and Columbia Blvd.

CHEWELAH, WASH.—After 38 years in Chewelah, A. L. Spray sold his laundry to Paul H. Casey.

PUYALLUP, WASH.—The Puyallup Laundry and Dry Cleaning Co. has been sold to Marcus C. Christie.

THIS IS A TEST—We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or post card in the mail box saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage For The Drycleaner," or "Profitable Alterations"—values up to 50 cents with our compliments. Tell us which one you want when you write to Starchroom Laundry Journal, 304 E. 45th Street, New York 17, N. Y.

LONGVIEW, WASH.—Irvin Badtke has been made manager of the New Method Laundry and Cleaners, 300 Allen St., Keso.

OAK HARBOR, WASH.—Owners Denton DeLong and Chester Drinker have opened the Coast Launderette, formerly known as the Home Service Laundry.

RAYMOND, WASH.—Horace Waples, owner of the Hoquiam Steam Laundry, announced that his firm is adding new routes to cover the Raymond area, and will extend routes to South Bend.

SEATTLE, WASH.—Mrs. Ethel Kearns has purchased the G. E. Self-Service Laundry at 4537 California Ave. She will be assisted in the business by Forrest Everson, her son-in-law.

FAIRBANKS, ALASKA—Al Pierce has opened a self-service laundry at 308 Wendell Ave.

BUTTE, MONT.—The Montana Laundry and Cleaners, Silver and Wyoming, recently conducted an open house to celebrate the completion of an extensive remodeling and expansion program.

(Continued on page 62)



Save! Switch to CAMEO®—the 5-oz. non-congealing starch exclusive with Staley!

Leading laundries everywhere are taking advantage of worthwhile starchroom savings made with CAMEO. Compared with the cost of using an 8-oz. starch, you can starch 2 out of 5 shirts *without cost* by using CAMEO. Fine grained, highly refined CAMEO starch always cooks smooth, lump-free. It penetrates smoothly, thoroughly. CAMEO gives pliability and perfect body that keeps customers pleased. CAMEO is always ready for instant use. No reheating, no lost time cleaning up congealed lots, no waste! Try a drum and discover for yourself the profitable advantages of doing top grade starchwork with CAMEO—the pure corn starch that delivers consistently *better starchwork*.

*Based on the use of 5-oz. Cameo Starch as compared with an 8-oz. starch.



"Staley is one of the largest producers of laundry starches in the world"

STALEY

Laundry Starches

—for the Finest Finish!

A. E. STALEY MFG. CO., Decatur, Illinois

How **TIMKEN®** bearings give washing costs the drop and squeeze treatment

TO carry the constantly shifting load of this 30x15" end-loading washer—and to do it with very little maintenance—The American Laundry Machinery Company mounts the gudgeon on Timken® bearings.

Despite the constant movement of many gallons of water, end-play and side-play are prevented because Timken bearings' tapered construction takes both radial and thrust loads. Case-hardened rollers and races have tough, shock-resistant cores, take the sudden washing action loads set up as the clothes drop and squeeze inside the cylinder. Line contact between rollers and races gives Timken bearings extra capacity to handle heavy loads of wash.

With Timken bearings on the gudgeon, this washer accelerates and decelerates smoothly with a minimum of vibration. The true rolling motion and smooth surface finish of Timken bearings practically eliminate friction.

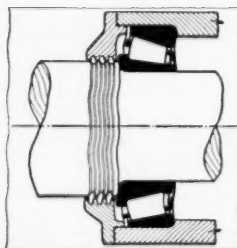
No other bearing gives you all these advantages. Be sure to specify Timken bearings in the machines you build or buy. Always look for the trade-mark "Timken" stamped on every bearing. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ont. Cable address: "TIMROSCO."



THE AMERICAN LAUNDRY MACHINERY COMPANY mounts the gudgeon of its 30x15" end-loading washer on Timken bearings to assure smoother washing action, long life.



This symbol on a product means its bearings are the best.



LUBRICANT STAYS IN —DIRT KEPT OUT

Because Timken bearings hold shafts concentric with housings, closures are made more effective. Lubricant is retained, dirt and moisture kept out.

The Timken Roller Bearing Company is the acknowledged leader in: 1. advanced design; 2. precision manufacture; 3. rigid quality control; 4. special analysis Timken steels.

TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS



NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST → AND → LOADS OR ANY COMBINATION →

for Greater Sales — Greater Profits

CASH IN on today's laundry trends!



YOUR
GUIDE
TO THE
EXPANDING
LAUNDRY MARKET

**TELLS
HOW TO—**

get your share of the richest potential market for your services which has ever existed—based on actual experiences of successful laundry-owners in every section of the country PLUS the practical thinking of successful marketing and merchandising experts from other industries.

The number of households in the country is increasing daily and these new households will buy laundry service if they are given the opportunity.

Contains the answers to such management questions as . . .



Who are these potential customers?

Where are they located?

How many of them are there?

How may they be reached?

What kind of laundry service do they want?

How much are they willing to pay?

What should I do to revamp my present plant layout, services, prices and delivery schedule to get these people on my books?

No problem is more pressing today than that of gearing your entire production, selling and accounting procedures to the changing buying habits of the housewives of America. If you want to get more closely in tune with the habits of the women in your community, you won't want to miss the September, 1953 STARCHROOM.

Do you know—

if a series of small quick-service plants will work in your community?

if a strategically located drive-in store will pay out for you?

**if the work should be processed at such a store?
or funneled into your main plant?**

if a wider range of services and prices would attract more business for your plant?

Do you know how much it would cost to try any or all of these ideas?

If you don't know the answers to the above questions,

YOU WON'T WANT TO MISS

THE SEPTEMBER 1953

GUIDEBOOK

OF THE LAUNDRY INDUSTRY

Combining:

EDITORIAL FEATURE SECTION:

A Guide to the Expanding Laundry Market.

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in, day-out to all plant executives.

THE LAUNDRY INDUSTRY'S STANDARD BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

A.I.L. CONVENTION GUIDE:

Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Los Angeles, October 9-11.

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

20 North Wacker Drive, Chicago 6, Ill.

(Continued from page 58)

EDMONTON, ALBERTA, CANADA—Defense contracts totalling \$14,000 have been awarded to the Alberta Launderers-Dry Cleaners for laundry services and minor repairs.

VANCOUVER, B. C., CANADA—Plans for a new building at 19th Street South and 3rd Avenue are being prepared to house the Lethbridge Laundry & Dry Cleaners, Ltd.

VANCOUVER, B. C., CANADA—The Sterling Laundry, 1460 West Seventh Ave., recently had its safe blown open and over \$1,000 in cash stolen.



WOONSOCKET, R. I.—A contract for a year's laundry service to the city's six fire stations has been awarded to the Sunshine Laundry.

ALLENTOWN, PA.—Thirty employees of the Allen Laundry were honored recently with awards for safe driving. The presentations took place at a safety banquet held by the company.

SOUTH HILLS, PA.—Ruby's, a laundry and drycleaning drive-in, has been opened at the Best Oil Co. station, Saw Mill Run Blvd., Route 51.

PITTSBURGH, PA.—The Sweet Clean Laundry Company has opened a new plant at 406 N. Highland Ave., in East Liberty.

GLENN FALLS, N. Y.—Robert J. Cronin and William J. Mangine, Jr., have opened the Cronin-Mangine Self-Service Laundry at 61 Walnut Street.

BROOKLYN, N. Y.—Arrested for operating his Gold Seal Automatic Launderette, 55 Church Ave., Sunday, Feb. 15, Jacob Mittleman successfully contended that his observance of Saturday as his Sabbath entitled him to work on Sunday.

PALISADES PARK, N. J.—The J. W. Laundry was recently gutted by fire. The plant carried no insurance.

NEWARK, N. J.—Harry Cohen of Lever Brothers was guest speaker at the May meeting of the North Jersey Institutional Laundry Managers' Association. His talk covered problems encountered by laundries with various fabrics.

At the June meeting, the guest speaker was F. B. Dalton of Colgate-Palmolive-Peet who spoke on "The Use of Fluorescent Brightness in Institutional Laundries."

HUNTINGTON, W. VA.—The White Wet Wash Laundry has installed new equipment.

GRAFTON, W. VA.—The Home Laundry, Boyd and Luzadder Streets, has completely modernized its laundry department with new equipment installed throughout.

HUNTINGTON, W. VA.—The Model Laundry is installing new equipment in its drycleaning department.

HUNTINGTON, W. VA.—Stanley Darling has purchased the Self Service Laundry, 1212 Fourth Ave.

HUNTINGTON, W. VA.—The Towers Laundry has added new equipment.

POINT PLEASANT, W. VA.—J. C. Hutchinson has purchased the Mason County Laundry and has renamed it the Sno White Laundry. The plant will be expanded with the addition of new equipment, and a diaper service will be featured.

THIS IS A TEST—We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or post card in the mail box saying you saw our little notice, we'll respond

SUPER CHEST TYPE IRONER—2-4-6 AND 8 ROLL

There's a size to fit your production needs

Whatever the size of your laundry, there's a SUPER CHEST TYPE IRONER that will fit into your production picture. SUPER'S complete line of two-four-six and eight roll chest-type ironers enables you to pick just the right size for maximum output and economical operation.

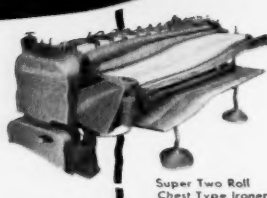
They're built for long service at low cost, too! Look at these features. Rigid cast iron one-piece end frames. Close grain cast steam chests. Perfectly aligned precision cut gears. Seamless steel pipe pressure rolls. (They're 13 7/8" O.D. with padding for 20% extra heating surface!) Self-adjusting pressure mechanism. All bearings bronze anti-friction. Infinitely variable mechanical speed changer standard on 2 Roll Ironer, optional on 4-6 and 8 Roll Ironer.

Before you invest—investigate the SUPER line!

Write, wire or 'phone for full information. Super jobbers in all principle cities.



SUPER LAUNDRY MACHINERY CO.
A DIVISION OF ST. JOE MACHINES—"Since 1877"
ST. JOSEPH, MICHIGAN



Super Two Roll Chest Type Ironer



Super Four Roll Chest Type Ironer



Super Six Roll Chest Type Ironer



Super Eight Roll Chest Type Ironer

by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage For The Drycleaner," or "Profitable Alterations"—values up to 50 cents with our compliments. Tell us which one you want when you write to Starchroom Laundry Journal, 304 E. 45th Street, New York 17, N. Y.



JACKSONVILLE, FLA.—A recent robbery at Beach Laundry and Cleaners, New Beach Boulevard and Sixth Street, netted thieves \$1,000.

JACKSONVILLE, FLA.—One Hour Cleaners has opened a modern laundry and drycleaning establishment at 416 Main St.

JACKSONVILLE BEACH, FLA.—The Beach branch office of the New York Laundry has moved from 500 North First Street to 302 9th Ave.

JACKSONVILLE, FLA.—Martin's Wee Wash-It No. 2 has opened at 3642 St. Johns Ave.

LAKE WALES, FLA.—Warne R. Millard has been appointed manager of Prather's Laundry.

MIAMI, FLA.—A voluntary petition in bankruptcy has been filed by Mercury Cleaners and Laundry, Inc., 916 Fifth St., Miami Beach.

DANIA, FLA.—The Riverside Laundry, of Miami, plans to build a \$500,000 laundry here.

JACKSONVILLE, FLA.—The Niagara Laundry and Dry Cleaners has opened at 3555 St. Johns Ave.

MIAMI SPRINGS, FLA.—Bill Merritt has opened a laundry and dry cleaning establishment at 1940 E. Fourth Ave.

JACKSONVILLE, FLA.—The Deluxe Laundry & Dry Cleaners has opened at 3410 Pearl St.

CLEMSON, S. C.—A new laundry to be built at Clemson College is expected to cost over a quarter of a million dollars.

CLINTON, S. C.—Owner E. H. Hughes has opened the Broad Street Self-Service Laundry.

YAZOO CITY, MISS.—Due to his "personal physical condition," owner T. W. Linville has closed the Home Laundry Service.

HATTIESBURG, MISS.—The Phoenix Laundry has been sold by Louis D. Smith to Roy Cooper.

JENNINGS, LA.—Ray Bertrand has opened a laundry and drycleaning establishment here, featuring self-service.

ELIZABETHTOWN, KY.—Nearly 1,500 guests attended a recent two-day celebration at the Elizabethtown Laundry & Dry Cleaning Co., marking both its 25th anniversary and the formal re-opening of its enlarged and remodeled plant.

MEMPHIS, TENN.—A contract has been let to construct a new Summer Avenue branch of Loeb's Laundry.

THIS IS A TEST—We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or post card in the mail box saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage For The Drycleaner," or "Profitable Alterations"—values up to 50 cents with our compliments. Tell us which one you want when you write to Starchroom Laundry Journal, 304 E. 45th Street, New York 17, N. Y.

GREENSBORO, N. C.—A certificate of incorporation has been issued for Storkline Diaper Service, Inc., with authorized capital stock at \$40,000 and subscribed stock of \$12,000. The business is now in operation at 2416 Husband St.

MOORESVILLE, N. C.—The Mooresville Laundry has moved to a new plant at 400 E. Irdell Ave.

WASHINGTON, D. C.—A cornerstone has been laid for an addition to the Sterling Laundry, 1021 27th St.

ABINGDON, VA.—Cavalier Laundry and Dry Cleaning, Inc., was purchased at auction by Lane and Hensel of Winston-Salem for \$28,200. The business will be continued by the new owners.

ROANOKE, VA.—Owner B. J. Hancock is installing new washers in his Franklin Road Launderette.



PAULS VALLEY, OKLA.—H. L. Pruitt recently purchased the Pauls Valley Laundry.

APACHE, OKLA.—Ryans Laundry has been purchased by Mr. and Mrs. A. J. Rue.

QUINTON, OKLA.—Mr. and Mrs. Alvin Miller and Mr. and Mrs. Dexter Miller have purchased the H. & C. Laundry, which will now be known as the Miller Laundry.

BROKEN ARROW, OKLA.—Mrs. Bruce Dodson has purchased the Deckard Laundry at 701 S. Main. She plans to redecorate the building's interior and have the equipment overhauled.

COLORADO SPRINGS, COLO.—Mr. and Mrs. George Ernst have opened the Ivywild Launderette.

GOLDEN, COLO.—Al and Margaret Taliaferro have purchased the Self-Service Laundry at 2124 Ford Street from Mrs. Essie Huber.

DURANGO, COLO.—L. D. Simms has purchased the COD Laundry, 1177 Main Avenue, from John Fleck.

COLUMBUS, TEXAS.—Mr. and Mrs. Claude Rhodes have purchased the Lone Star Laundry and Dry Cleaning Shop from Edgar Suchadoll.

TEXAS CITY, TEXAS.—Barton Brown has purchased the Royal Laundry and Cleaners from Harry Weiser. Mr. Brown has installed new equipment and the plant has undergone a general modernization program.

KERRVILLE, TEXAS.—Mr. and Mrs. O. J. Meyers have purchased the Bendix Laundry from Mr. and Mrs. Elmer Butler.

ROBSTOWN, TEXAS.—M. A. Dekard has been employed as superintendent of the drycleaning department of Robstown Laundry and Cleaners.

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McKINNEY, TEXAS.—The McKinney Laundry and Dry Cleaning Co. held open house recently at its new, modern plant at 335 East Louisiana, built after its former plant was destroyed by fire several months ago.

HILLSBORO, TEXAS.—A fire at the Hillsboro Laundry and Dry Cleaners, 106 West Franklin, caused an estimated damage of \$2,500.

ROYSE CITY, TEXAS.—Mr. and Mrs.

Marvin Seale have leased the building opposite the city hall to open the Wash-Easy Laundry.

SNYDER, TEXAS—The Snyder Steam Laundry & Dry Cleaners has inaugurated curb service at its plant at Avenue N and 26th St.

DALLAS, TEXAS—The Bell Cleaning and Laundry Co., 4815 Columbia, has completed the construction of an annex to the main building, making the plant's physical facilities twice that which it was formerly.

DALLAS, TEXAS—The Fishburn Cleaning & Laundry Company, 3200 Ross, has installed new drycleaning equipment said to be worth more than \$50,000.

ROGERS, ARK.—Dr. and Mrs. W. R. Jackson have purchased the Northside Help-Yourself Laundry, 518 North Second St., from Joe Campbell. The laundry will be under the management of Mrs. Jackson while Dr. Jackson is in the Army.

EUREKA SPRINGS, ARK.—The Model Laundry has moved all salvageable equipment to its new location in the Alpine Milk Co. building following its recent fire. The new plant is expected to install the latest type of equipment and the building is being completely remodeled to take care of the new arrangements.

PARAGOULD, ARK.—Work is under way on a 23 x 95-foot brick addition to the Paragould Laundry and Dry Cleaning Co. building at Pruett and Hunt Sts. The addition will be used for the drycleaning department. A smaller room will be used for fur storage.

KINGMAN, KANS.—John Shuman, operator of the Shuman Laundry, has installed a drycleaning department.

MCPHERSON, KANS.—Fire of unknown origin recently destroyed the cleaning department at the McPherson Laundry, 214 South Main.

BAYTOWN, TEXAS—Plans have been completed for the construction of a modern commercial building at North and Fourteenth which will house a laundry and three other businesses.

LOS ANGELES, CAL.—The Ultra-Moderne Laundry has opened a new store at 2277 Westwood Blvd.

LOS ANGELES, CAL.—Fauset, a cleaning and dyeing chain, has acquired the drive-in Arrow Cleaners and Laundry plant at 3020 West Magnolia Blvd., Burbank.

CRESCENT CITY, CAL.—A new building has been erected to house the Del Norte Laundry at Fifth and M

Streets. The original building was destroyed by fire earlier this year.



ROCHESTER, IND.—J. H. Pennell has taken over the management of the Rochester Self-Service Laundry, 119 East Seventh Street.

EVANSTON, ILL.—Nelson Brothers Laundry Co., 1014 Davis St., won three awards within a week—a certificate of special appreciation from the local chamber of commerce as one of the local businesses with a record of 50 years or more service to the community; an award from the Evanston safety council and the police department in the annual truck fleet safety contest; and a plaque from the Illinois State Laundryowners' Association as one of the few firms holding membership in the association for more than 25 years.

SKOKIE, ILL.—John Van Beek has purchased the Niles Center Home Laundry, 8138 Floral.

MURPHYSBORO, ILL.—Todd's Laundromat, 6th and Walnut, has opened a drycleaning department.

ST. PAUL, MINN.—St. Luke's Hospital, in a general million-dollar remodeling and enlargement program, has added new equipment to its laundry.

NORWALK, OHIO—The Sparkle Laundry, formerly located at 10 West Main, has moved to a new location at Milan and Cline.

CHARDON, OHIO—The old Falls Laundry Co. on South Franklin St. in Bainbridge Township has re-opened as the Falls Rapid Laundry Co. William F. Manove is president.

HAMILTON, OHIO—Bernard E. Tie-meyer has been appointed general manager of the American Sanitary Laundry, N. Front and Buckeye Streets.

BRANSON, MO.—The Branson Laundry has added new equipment and hired additional employees.

KANSAS CITY, MO.—Bertrand M. Hall, founder and owner of the Country Club Laundry, recently celebrated his

40th anniversary in business. The company has been at the same address, 5028 Main Street, since it opened.

FLAT RIVER, MO.—Mr. and Mrs. Alvin Phillips have purchased a self-service laundry here and have named it the Phillips Laundry.

FORT FRANCES, ONT., CANADA—The Capitol Laundry, owned by Mr. and Mrs. Elmer Lang, has added new equipment and increased its staff.

SUPERIOR, WISC.—A bankruptcy petition of Holzberg's, Inc., a laundry and drycleaning firm, has been filed in Federal court here.

WEST BEND, WISC.—The winning entry in a recent contest for a new name for the West Bend Laundry, 705 N. Main Street, was Clothes Clinic.

LANSING, MICH.—The June meeting of the Southern Michigan Association of Institutional Laundry Managers was held at Michigan State College, here. Thirty-five members and allied tradesmen heard a talk by Mr. Shumaker of the International Steel Wool Corporation on the advantages of using steel wool pads on flatwork ironers. Mr. Rohm of the Troy Laundry Machinery Co. covered the same subject from an engineering viewpoint.

The July meeting will be held at the Allegan Health Center, Allegan, Mich.; August, at the University of Michigan, Ann Arbor, Mich., and September at the Ingham County Sanatorium, Lansing.

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GRAND RAPIDS, MICH.—Model Coverall Service, Inc., now located at 224 Michigan St., N.E., has purchased a site for a new plant on the south side of the South Belt Line near the New York Central tracks. Construction of a one-story building, containing 16,000 square feet is now underway.

HASTINGS, MICH.—The May meeting of the Southern Michigan Institutional Laundry Managers Association was held at Pennock Hospital here. Robert Shaw, assistant vice-president of Tingle, Brown & Co., discussed the advantages and disadvantages of using steel wool on flatwork ironers. In addition, a film was shown depicting the principal industries of Michigan. □□

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Here's a fact you already know:

The bigger the bundle, the better the business

The question is:

How do you get bigger bundles?

One sure answer is producing top-quality color work. Fear, and fear alone forces most women to do their color work at home—away from laundry risks (and laundry cash registers).

So here's a tip: Boost your volume up to 40%, as so many others have, with Kohnstamm's Color Work Process... the new way to take the worry out of color work. You'll wash each and every colored article with-

out fear of fading, stripping and copying of colors. Furthermore, Kohnstamm's Color Work Process permits the combining of many classifications, eliminates sorting and resorting... saves time, equipment and supplies. But, most important, a good color work job sells the housewife on laundry service.

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Cleaning Section

How to Wash Cotton Carpet

**With the right equipment and technique
it is not difficult to do a good job**

By **PHIL GREENE**

Editor, National Rug Cleaner

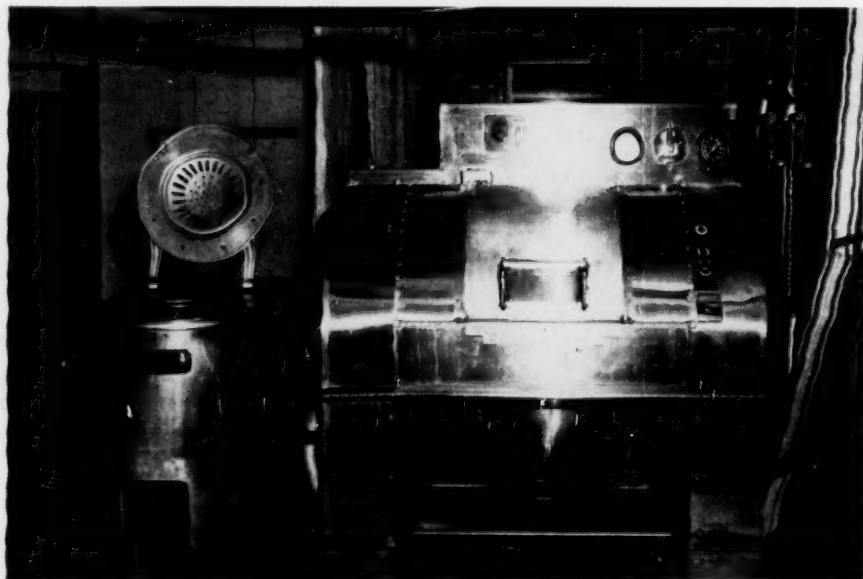
THERE ISN'T ANY SECRET about the best way to handle cotton carpeting in the plant. The National Institute of Rug Cleaning, the Tufted Textile Manufacturers Association whose members make most of it, the American Institute of Laundering, and at least one major manufacturer of rug cleaning equipment all agree on the ideal method. They say: wash it in a washwheel, extract it, and tumble it dry.

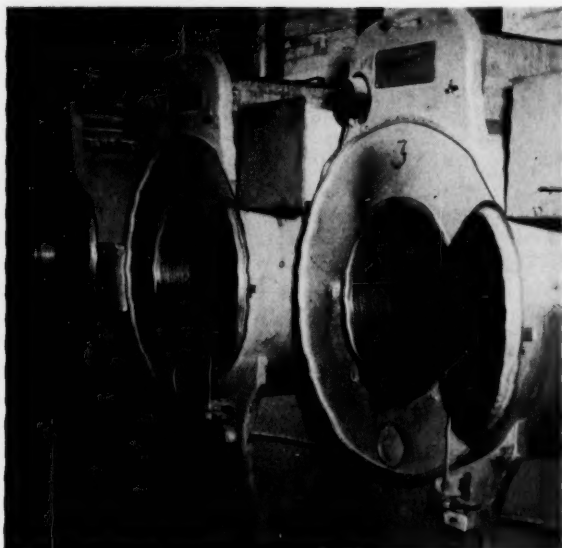
Every woman with a home washing machine knows this, and the ladies don't seem to mind taking care of their bath mats, small scatter rugs, toilet seat covers and the like, themselves. The commercial laundries, most of which have the equipment to handle anything up to a 9 x 12 very nicely, have awakened to the fact that cotton rugs are a profitable sideline. Miami Laundries,

Miami, Fla., for the second year in a row, is putting in a big push for cotton rugs. The Manhattan Laundry in Washington, D.C., has alerted its routemen to this excellent source of new business. Launderettes throughout the country, especially in the South, Southwest, and Middle-Western states are processing cottons in surprising quantity. The customers find it convenient to bring in their rugs as often as they are soiled.

The situation seems to be that cottons rugs are here to stay, and within the next couple of years will account for nearly 50 percent of all the carpeting sold in the country. In addition, **cotton requires cleaning more frequently than does wool**, especially as the light, pastel shades are so popular now. There is no question but what cotton carpet can be a big part of the laundryown-

This 42 x 54 washer and extractor are in use at C. A. Boushelle & Sons, Chicago. Washer will handle three or four 9 x 12s at a time

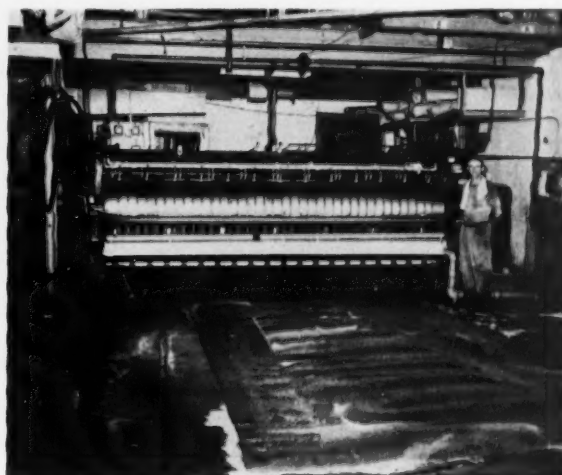




Tumbler equipment in use at Naphtha Rug Cleaning Co., Brooklyn, N. Y. Tumblers at left will handle 60-80 pounds dry weight, if provided with reversing action. Side-unloading type at right handles four or five 9 x 12s at once



Fred Baum, left, executive vice-president, and John Busch of Naphtha Rug examine the fluffy pile of tumble-dried rug



Rugs are scrubbed first on the floor and pre-spotted at Braun's Modern Carpet Cleaning

er's volume. The plantowners who are prepared will find it profitable. Those who are not will find it an awful headache.

This article will include the procedure suggested in a report issued jointly by the Tufted Textile people and the American Institute of Laundering, and sum up plant experience of three rug cleaners who are doing an excellent job: Naphtha Rug Cleaning Co., Brooklyn, N. Y.; Braun's Modern Carpet Cleaning, Queens Village, N. Y., and A. Beshar & Co., Inc., New York City.

Equipment

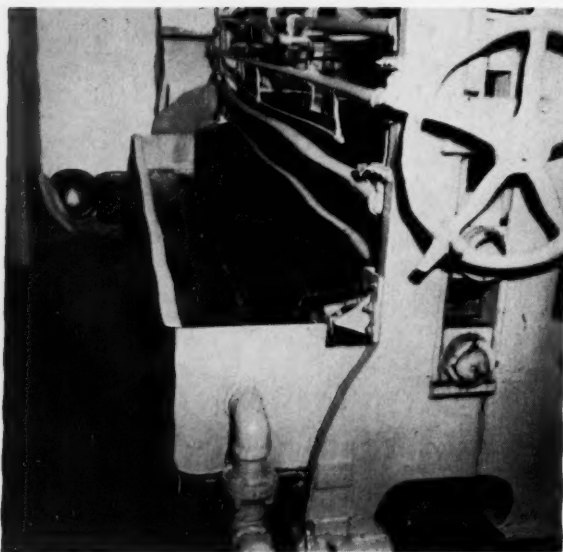
First a word about equipment, as the AIL-TTMA data is based on the assumption that a washwheel, extractor, and tumbler will be used. Anyone considering an investment in this machinery will do well to remember that a high percentage of the cotton rugs he receives will be large—9 x 12 or bigger. Home washing equipment will handle anything up to a 4 x 6. Consequently, it may be a false economy to invest in small size com-

mmercial equipment, if you plan to operate a single wheel. You can figure that a cotton 9 x 12 weighs about 40 pounds. Some of the heavier rugs weigh as much as 70, and some of the shags weigh less than 40 pounds. It probably wouldn't be prudent to invest in a washer whose capacity is less than three 9 x 12s.

Under some circumstances the purchase of a 50 or 100-pound open-end washer is justified. Plantowners handling a considerable volume of cottons may find one or two of these smaller machines useful for situations where a number of different classifications must be processed at once, or in the slack season when large-machine capacity might not be needed.

Most wheels now being manufactured come with stainless steel or monel shells and cylinders. These offer the solid advantages of being easier to maintain, longer usefulness, and less danger of snagging a loop. Wheels with wooden cylinders are available and are somewhat less expensive.

(Continued on page 68)



Souring is handled in wringer tank at Braun plant. Souring should be a standard procedure for every cotton rug

(Continued from page 67)

The larger washers come in a large variety of sizes. A machine with a 40 x 54-inch cylinder has a dry weight capacity of three to four 9 x 12s. A 42 x 64 machine will contain five, and a 44 x 84 washer will handle six.

You may be able to get by with a 30-inch extractor, but this size is really too small. Forty-inch machines are better; the 48-inch size is better still.

Many rug cleaners may find it hard to justify the purchase of a drying tumbler, as they already have an investment in their dryrooms which will do the job. Nevertheless, appearance is all-important in cotton rugs, and the fluffing action of a tumbler simply can't be duplicated. The Albany Carpet Cleaning Co. in Boston has recently invested in tumbler equipment and is reported to be very happy with the results. Tumblers are what give cotton rugs that soft, fluffy look that customers find so appealing in the showroom, and when used by the rug cleaner will restore this look as nothing else will.

A 42 x 44-inch tumbler has a dry weight capacity of 110 pounds, and will take care of two 9 x 12s with a scatter size or two thrown in. It is very important that the tumbler be of the reversing type, as larger rugs will ball up and take much longer to dry otherwise. Gas-fired units are available if a plant does not have steam.

Washing Procedure

As colors in cotton rugs have a tendency to bleed, it is necessary to classify them before washing. Whites and very light colors can be washed together. Grays and beiges, reds, greens and similar dark colors, should be washed as separate classifications.

The washing cycle will take about 45 minutes, depending on the degree of soil. A synthetic detergent or a low titre (cold water) soap is recommended. One suds will suffice in many cases; two or possibly three may be needed for heavily soiled rugs. You rinse until the rinse water looks clean. It may be clean after two rinses; you may need as many as five. Each rinse takes about five minutes. If you bleach a white load, do it after the second rinse, and follow up with two more rinses.

Souring is always done in the last rinse. No matter how you wash your cottons, souring is essential. Sours

are mild acids which not only prevent browning by neutralizing the alkalinity of the soap or detergent, but snap up the colors beautifully.

Washing temperatures are another very important consideration. With dark colors you shouldn't go above 90 degrees. With whites and light colors you can go as high as 120 degrees—no higher.

In many cases it is not necessary to beat cottons before washing them. Shaking out the shags is usually sufficient, but the woven rugs may require a light dusting.

A point about unloading the washer. Pull the load before dumping the last rinse. It is backbreaking work to lift soggy, tangled carpets up from the bottom of the wheel.

Sodium CMC (carboxymethyl cellulose) is a relatively new laundry supply which, according to Naphtha, does a beautiful job of promoting detergency, improving whiteness retention, and most important, preventing soil redeposition. Naphtha adds a small amount of CMC to its synthetic detergent, and adds another dose of it to the last rinse at the rate of 2 ounces per 100 pounds of load.

A CMC treatment, Naphtha's tests indicate, makes a cotton rug much easier to clean the next time it is washed. It also seems to impart a resilience to the pile. Both of these qualities have interesting promotional possibilities.

The formulas recommended by the AIL are as follows. The light colors formula is longer than any being used by rug cleaners we have talked to. In the dark colors formula, current practice seems to indicate that 90 degrees is safe.

Light Colors		
Operation	Time	Temperature
1-suds	5 min.	100° F.
2-suds	10 min.	120 (max.)
3-suds	10 min.	120
4-suds	10 min.	120
5-rinse	3 min.	120
6-rinse	3 min.	120
7-rinse	3 min.	120
8-rinse	3 min.	110
9-sour	4 min.	100 (sour to pH 5.0)

Dark Colors

Same as for light colors except that temperature should be lowered to 70° in all operations. Number of suds can be increased or decreased according to soil conditions.

Synthetic fibers

Use dark color formula. These items should be laundered separately from corresponding colored cotton carpets until their qualities are known.

Cotton and Wool Combinations		
Operation	Time	Temperature
1-suds	5 min.	95° F.
2-suds	10 min.	95
3-rinse	3 min.	95
4-rinse	3 min.	95
5-sour	5 min.	95 (sour to pH 5.0)

High water levels are used throughout this formula, and machine is stopped during draining and filling.

The technique of extracting is simple enough. Wrap the rugs around the outer edge of the basket and work

(Continued on page 83)

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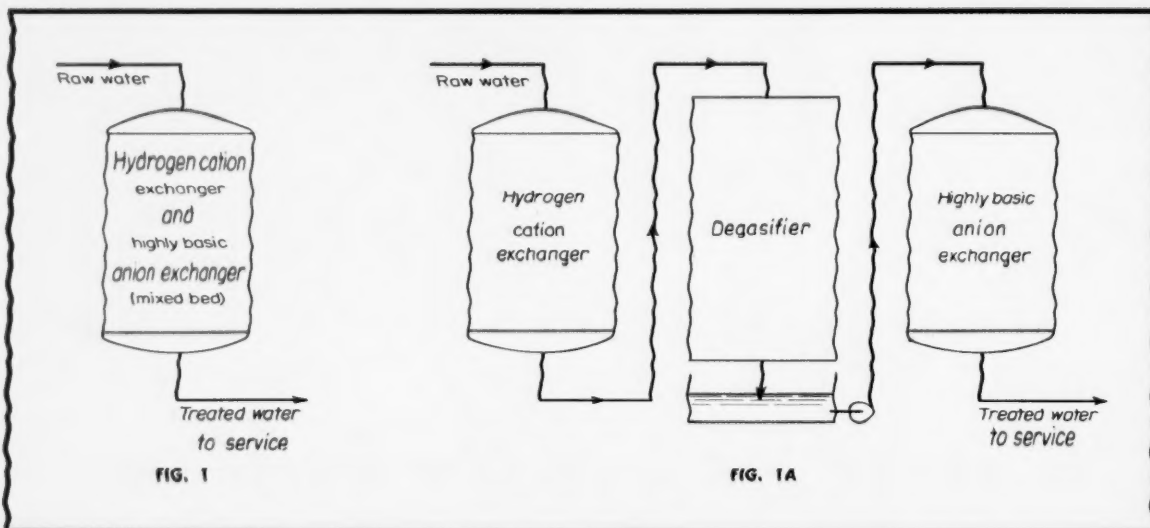


FIG. 1

FIG. 1A

PART I

Methods of Water Softening

By JOSEPH C. McCABE

Engineering Editor

SOMETIMES THE INITIAL low cost of a specific water-softener compared to what the competition is bidding looks so good you feel it's the smart selection. Actually, that softener and the chemical system it uses ought to be studied thoroughly on its adaptability and limitations for your particular plant. When all the facts are in, then and only then, make your choice. Too often, if troublesome and expensive adjustments are required later, they wipe out all savings on the lowest-cost installation and leave you with a makeshift system.

What are the principle considerations? First off, chemical makeup, or the analysis of raw water alone, does not determine a water softener's suitability. Of far greater importance, particularly with a softener meant for both laundry and boiler service, are the chemical concentrations the water may develop under operation. It is true, however, that effecting a simple,

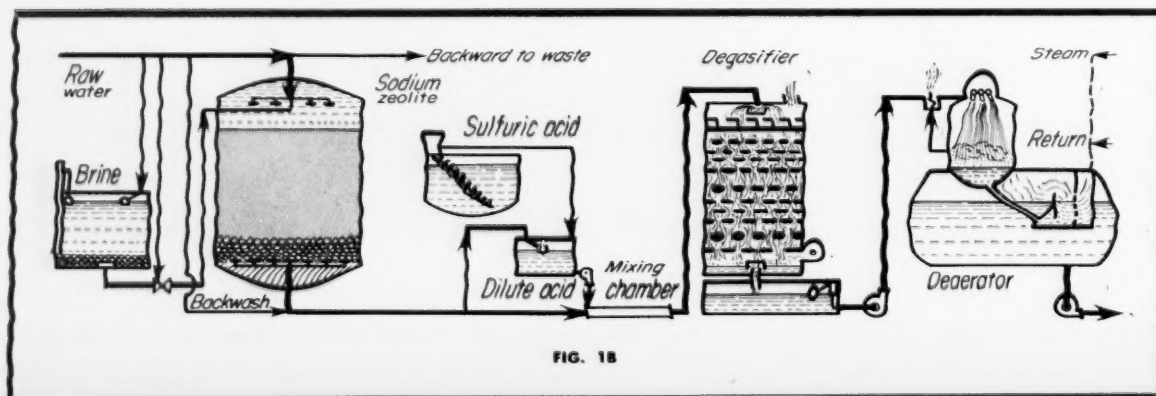
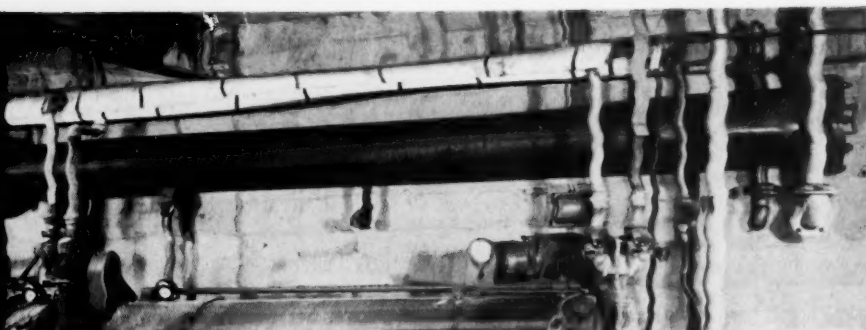


FIG. 1B

Actually
cuts
fuel
costs

1
/ 3

or more



Saves a third on fuel costs at Domestic Laundry, Baltimore



Reduces boiler load 30% at St. Joseph's Hospital, Elmira



Eliminates an extra boiler at Brown's Laundry, Allentown

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Installation of Kelley hot waste water heat reclaimers is easy enough—because

they fit in any otherwise unused out-of-the-way space of sufficient size.

All these advantages are yours with a heat reclaimer system. It will cost you nothing to get full information on **the** heat reclaiming equipment, storage heaters and condensate coolers. Write now for catalog No. 310. Engineering help is yours without cost or obligation. Don't pour dollars down the drain—get the facts NOW!



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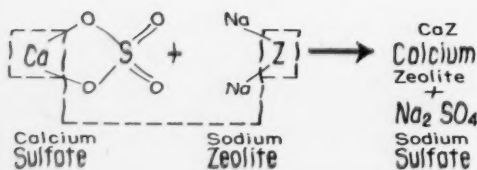


FIG. 2

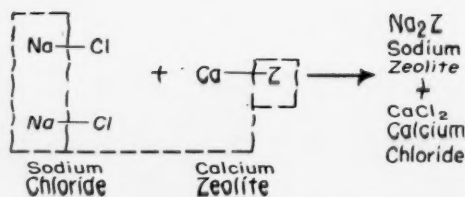


FIG. 3

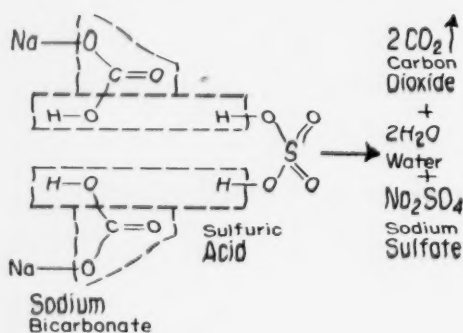


FIG. 4

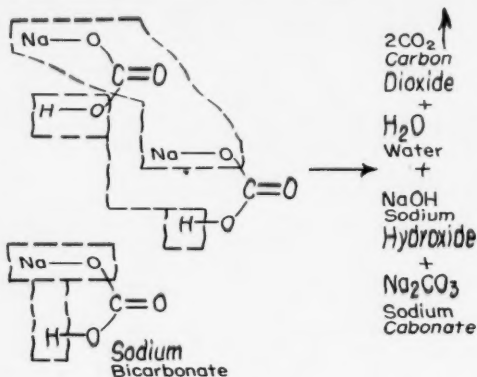


FIG. 5

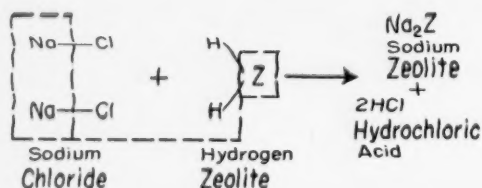


FIG. 6

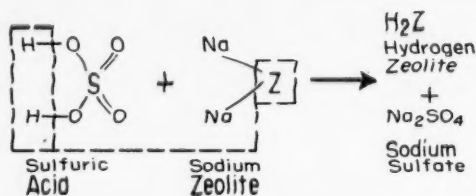


FIG. 7

economical removal of the raw water's total hardness is a prime concern.

Let's look, then, at the basic external water-treatment systems. They can be classified as members of the sodium-zeolite family, Figs. 1, 1A, 1B, the lime-soda group, or combination of both. What are the merits of each and their limitations?

Sodium Zeolite

In the common sodium-zeolite procedure, the sodium of the softening medium replaces the calcium and magnesium that make up the total hardness of the raw water. The softener bed thus changes the calcium and magnesium zeolite, while the sodium forms of the salts, naturally present in the raw water, leave with the treated water, Fig. 2. The bed is regenerated with sodium chloride (common salt) to displace from the zeolite the calcium and magnesium it has acquired and thereby replenish the sodium ions needed to carry on further exchange reactions with the raw water, Fig. 3. In this way the total hardness of most waters can be reduced to a very few ppm.

Zeolite Limitations. The hardness of a water becomes more difficult to remove as its sodium content assumes

a relatively higher proportion. Then the sodium mass causes a reverse reaction with the zeolite. Some of the calcium and magnesium already absorbed by the bed are freed and as a result the water emerges only partially soft. This holds true for briny well and river-mouth waters, which suffer seasonal sea-water contamination.

Contrary to common belief, an absolute zero is unobtainable with the zeolites. Yet the standard soap test is generally accepted as indicating that happens. Some hardness continually passes through the softener. This may be minute for a low-hardness water or considerable for a high-sodium water. The hardness that escapes removal, plus that which rapidly mounts with exhaustion of the softener's exchange capacity and that portion bypassed during regenerations, comprise the total hardness undergoing concentration in boiler or laundry service water.

This unaffected hardness can be kept to a minimum with efficient operation of the softener by testing at frequent intervals and regenerating the bed immediately when discharge hardness rises. Over and above the hardness otherwise permitted to pass through, prolonged and repeated overrunning of the bed with

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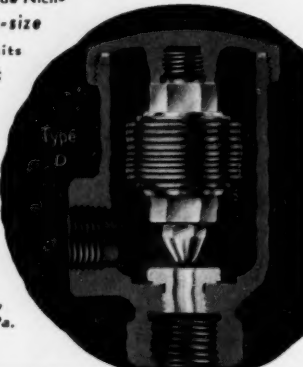
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TRAPS · VALVES · FLOATS

hard water may lead eventually to fixing a portion of the zeolite and subsequently decreasing its available exchange capacity.

While the zeolite softener closely resembles a sand filter, never use it to clarify a turbid water. Any sediment removed coats the zeolite granules and isolates them from further contact with the water, reducing the efficiency of the softener. Only naturally clear or prefiltered waters, like city and most well supplies, should use zeolite systems. Surface waters invariably require coagulation and filtration before the softener, thereby increasing costs to the disadvantage of a proposed zeolite use.

Soluble iron and manganese of unexposed well waters submit to the same exchange reaction with sodium zeolite as do calcium and magnesium. But if they come in contact with air, these elements are oxidized and precipitate out of solution in the form of nonreactive particles, which foul the bed's surface to a point where it has to be replaced frequently.

Strongly acidic or alkaline waters are most detrimental to ordinary sodium zeolite, whether it's common greensand, synthetic or carbonaceous. The raw water's pH value should be consistently carried around the neutral point (7.0) and not permitted beyond the safe extremes of 6.5 and 8.2. Further, the water's temperature should never be allowed to get above 150° F, or the zeolite will suffer slow disintegration. What's more, with a siliceous bed objectionable additional silica gets into the feedwater under too high a temperature.

Recently special preparations of sodium zeolite have been marketed, capable of withstanding these otherwise adverse conditions.

PAID ADVERTISEMENT

3 to 10 Times More Soft Water from Zeolite Water Softener

By simply refilling your water softener with Elgin High Capacity Zeolite, you can increase its soft water output 3 to 10 times.

Installing an Elgin Double Check Manifold will permit you to add enough zeolite to your water softener to greatly increase its soft water output.

For those who require a new unit, the Elgin Double Check Water Softener will deliver up to 44% more soft water.

For details write Elgin Softener Corporation, 150 North Grove Avenue, Elgin, Illinois.

The pH problem occurs more often than too high a temperature. With pH, the question resolves into whether the higher initial expense of this new resinous zeolite method can be justified against the cost of adjusting the water's pH value with either an alkali or acid, and then softening by one of the normal sodium-zeolite forms.

A sodium-zeolite effluent is quite corrosive. In having virtually all the calcium removed, raw water is deprived of its natural tendency to deposit a protective calcium carbonate film on the metal surfaces. This film ordinarily resists attacks by the dissolved oxygen and carbon dioxide gases of the water. The intermediate piping and equipment between the softener and feedwater heater suffer most from corrosive action and may need frequent repairs. So when storing softened water, apply one of the several proven plastic or tar-base protective paints to the interior of either the steel tank or the concrete storage basin. **These coatings protect the tank from being badly corroded and prevent contaminating the feedwater with harmful rust particles.** A concrete basin needs this coating for quite another reason. It forestalls absorption by the softener effluent of appreciable amounts of undesirable calcium and magnesium silicates as well as iron and aluminum oxides. The effluent, under-saturated with respect to hardness, exerts a strong erosive action upon concrete.

By softening the makeup water going into a boiler with sodium zeolite, for example, you'd think a decided reduction in blowdown would be in order and you'd realize a saving in cost of both fuel and water. But this seldom is permissible. Instead, an increased rate of blowdown is generally necessary.

Why? Since the softening procedure merely involves replacing sodium ions for the calcium and magnesium of the raw water, **no decrease in the total dissolved solids content takes place.** Nor is the raw water's natural alkalinity affected at all. Because hardness developing in the boiler water following an efficient softener operation is usually maintained quite low, and its prescription consumes little alkalinity, the greater portion of the feedwater's alkalinity remains free to concentrate in the boiler water. What's more, the higher the feedwater's alkalinity content, the closer the alkalinities of the boiler water approach the theoretical proportions expected on direct concentration of the feedwater. So unless raw water is exceptionally low in alkalinity, or average volume of condensate recoverable is unusually large, alkalinity concentrations developing in the boiler water will probably exceed desired levels. Increasingly high alkalinities make foaming and subsequent carryover of solids with the steam more

likely. All you can do is go to a higher rate of blowdown or to periodic bypassing of the softener and introduction of raw water directly into the boiler. In this way you can consume some of the concentrating alkalinity with an increase in hardness.

Where the loss from increased blowdown would be intolerable or the demanded rate impracticable, a decrease in raw-water alkalinity must take place along with the hardness removal. Acid treatment or a supplementary hydrogen zeolite softener will do this job.

Alkalinity Control. Raw-water alkalinity ordinarily consists wholly of bicarbonate. So a sodium-zeolite effluent generally has its alkalinity entirely in the form of sodium bicarbonate. In the after-acid treatment of the softened water, this alkaline compound is neutralized with cheaper sulfuric acid. The sodium bicarbonate breaks down, releasing carbon dioxide gas and leaving in solution harmless sodium-sulfate salt, Fig. 4. The softener effluent's bicarbonate content cannot be fully destroyed because severe acid attacks would develop. But it should be cut back to where concentrating alkalinities of the boiler water remain within a predetermined desirable range for normal blowdown.

What can you do about the carbon-dioxide gas saturating the acid-treated water? **Either aeration or heated action will expel this gas, with aeration being preferred.** After adding acid, the water can be circulated through a baffled retention chamber where compressed air bubbles up rapidly from an overspreading floor network. Or a miniature forced-draft cascade tower can be employed, wherein the water trickles over staggered slats counter to a strong current of air blown from beneath. Deaeration must, of course, still follow to give a virtually oxygen-free feedwater.

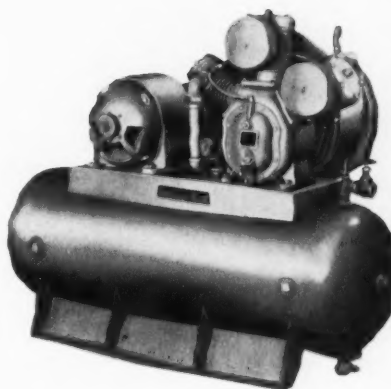
Acid treatment of softener effluent gives you a chance to prevent corrosion in the condensate-return system. You can get rid of most of the highly corrosive-free oxygen carried in raw water by proper deaeration of the feedwater. Then any residual dissolved gas that escapes heater action can be handled with correct chemical follow-up. Deaeration also rids the feedwater of much of its free carbon-dioxide gas. **In fact, good deaeration alone pretty well curtails corrosion in the return lines.** But where feedwater alkalinity is fairly high, breakdown of bicarbonate in boiler water releases considerable carbon-dioxide gas with the steam, Fig. 5. This, in turn, depresses the pH value of the condensate and greatly increases its corrosiveness. Here you need acid treatment to destroy a vast part or even the entire natural bicarbonate content of the makeup water. To the acid-treated, deaerated water, caustic soda, a non-gas-forming alkali, has to be added to restore feedwater alkalinity to where it can protect the after-heater system from acidic activity and also satisfy the boiler-water alkalinity demands.

Softener Operation. Running a sodium-zeolite softener is fairly simple. It requires neither elaborate testing of effluent nor the close control demanded by the other more intricate softening methods. It is, furthermore, the least expensive when not misapplied. But, as pointed out, **this softening process works best with a clear, moderate-sodium, iron-free, near-neutral, low-alkalinity water.** Such raw-water characteristics are not at all uncommon for they typify most city supplies and are naturally possessed by many springs. Even though boiler service may require additional correction the easy operation of the sodium-zeolite water softening method will often overshadow the savings that may be realized with other methods.

(Continued on page 76)

LOW COST* AIR

... why you get it with
Ingersoll-Rand compressors



- **CENTRIFUGAL UNLOADER**—Unloads compressor whenever machine stops. Prevents burned out motors and belts due to starting against load.
- **FINNED INTERCOOLER**—Efficient cooling prevents carbonized valves; fan-type flywheel improves efficiency.
- **WATER-COOLED AFTERCOOLER**—Available at extra cost—Removes moisture—Delivers dry air to your machines.
- **CONSTANT SPEED CONTROL** on units up to and including 5 hp; **FREE AIR UNLOADER CONTROL** on 7½, 10 and 15 hp units.
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- **FILTER AND MUFFLER**—Noiseless and efficient. Easily cleaned. Increases compressor life by thoroughly cleaning air entering unit.

Air-Cooled types from ¾ to 15 hp for regular service.

Larger units of the water-cooled type are also available from 7½ to 100 hp for continuous full load service.

See your I-R Laundry Equipment Supplier. For more details write for Bulletin 1007-B.

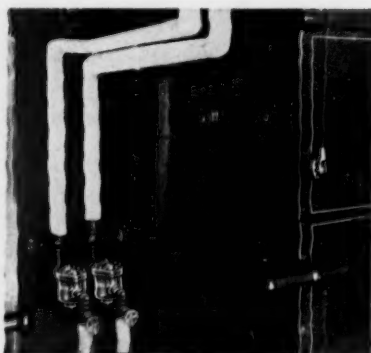
(*Low cost based on minimum maintenance expense and high operating efficiency.)

928-3

Ingersoll-Rand
11 BROADWAY, NEW YORK 4, N. Y.

Steam Consumption reduced 32.8%

This handsome saving is reported by the Eng. Dept. of Sheraton-Cadillac Hotel, Detroit, after fitting all steam heated equipment in their extensive laundry with Sarco Steam Traps.



As Sarco makes 4 distinct types of steam traps, they were able to select the type best suited to each application, thus assuring maximum production with minimum steam consumption under actual working conditions.

32.8% or nearly $\frac{1}{3}$ is no mean accomplishment in any plant. It justifies immediate investigation on your part.

Write to **Sarco Company, Inc.** Empire State Building, New York 1, N. Y., for trap Selector Chart 145-3. Traps illustrated are Sarco inverted bucket type BMS-4 as installed at Sheraton-Cadillac Hotel, Detroit. Advt. 607

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(Continued from page 75)

Hydrogen Zeolite

In the hydrogen-zeolite procedure the hydrogen of the softening medium replaces not only calcium and magnesium hardness constituents but also the sodium of the makeup water. The raw water's natural salts are thereby transformed into their corresponding acids, while the softener bed becomes converted to the calcium, magnesium and sodium-zeolite forms, Fig. 6. Upon regenerating the bed with sulfuric acid the absorbed calcium, magnesium and sodium elements are displaced. The zeolite is simultaneously replenished with the hydrogen ions needed to carry on further exchange reactions with the raw water, Fig. 7.

This cation process is thus capable of furnishing a softened water free of any alkalinity. Such a method can correct for excessive alkalinity concentrations in boiler water and the attendant high rate of blowdown.

It also removes a possible serious corrosion condition for the return system. But it requires expensive acid-resisting materials throughout the softening stage, and very attentive control for efficient operation.

A less complete, but likewise effective, application involves coupling sodium zeolite with hydrogen zeolite. The proportion of raw water supplied to each of the two softener units in parallel is manipulated to yield steadily a water with the desired alkalinity content. A similar effect can be achieved by employing pre-calculated ratios of sodium chloride and sulfuric acid in the dual regeneration of a single cation-zeolite bed. But this involves a most difficult control. In either case, justification of a hydrogen-zeolite softening method depends on the relation of its costs to the solution it offers.

Demineralization

Demineralization is a zeolite method by which practically all the raw water's dissolved solids are extracted. It gives a makeup water comparable to distilled water

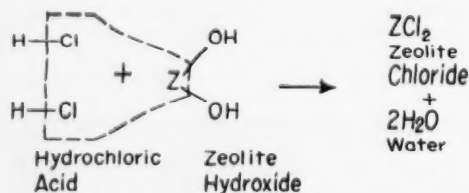


FIG. 8

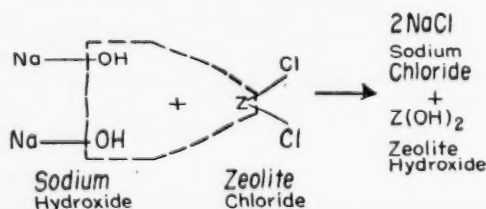


FIG. 9

and, as such, is desirable for high operating pressure boiler plants. By placing cation and anion exchangers in series, the makeup water is softened by hydrogen zeolite in the cation exchanger, and the acid radicals are then absorbed in an anion zeolite exchange bed which follows. Result is a water containing only hydrogen and hydroxyl ions, which unite to form additional water, Figs. 8 and 9.

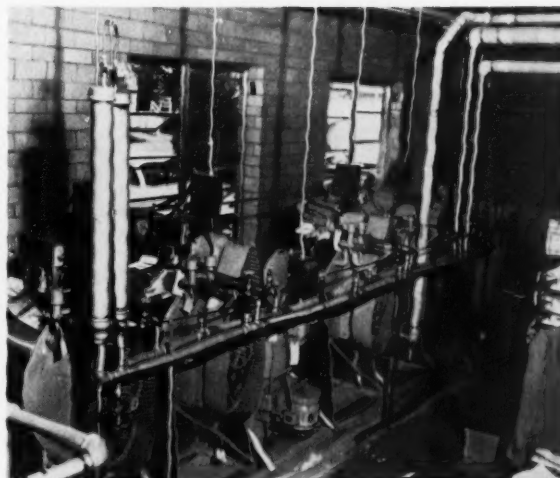
In practice, a water so treated is never rendered absolutely pure. Regenerating the anion bed with caustic soda rather than with the cheaper soda ash gives a closer approach. The stronger hydroxyl ion provided by caustic soda proves more effective in removing objectionable soluble silica from the makeup water. Nevertheless, the fluoride of sodium, ammonium or calcium usually has to be added to transform the silica into fluosilicic acid, which the anion zeolite medium can absorb more easily. Moreover, using caustic soda eliminates the need to aerate the treated water, an intermediate step for enforcing the decomposition of carbonic acid that results from employing soda ash.

This involved scheme requires an exacting control and incurs a sizable initial expenditure, making its application justifiable only under the most urgent circumstances.

Later articles will discuss lime-soda softeners and the different combination softener methods. □ □

Neat Piping Arrangement

The rear view of a row of open-end washers which face the front windows of the Economy Drive-In Laundry and Cleaners in Bettendorf, Iowa, (a Davenport



Open-end washers are visible to drivers parking out front

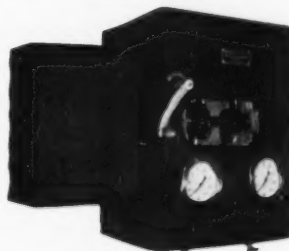
suburb), shows a neat piping arrangement that is hard to find. Note that the pipes running the length of the set-up have capped fittings for installation of several more washers. The two upright pipes are the air-water pistons which protect the equipment from the surge created by the 100 pounds of pressure of the water main. The dump pipes of the washers are purposely over-sized for faster dumping of water in the open drain trough at the bottom. Notice, too, that the hot and cold leads to the washers are fitted with control valves in order to better control the temperature of the water during the cold months.

Give Your Maintenance Man A Vacation!

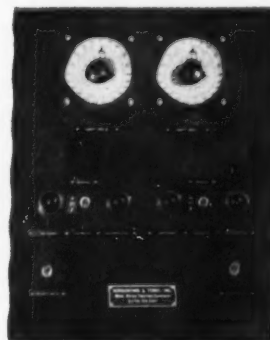
Give your Maintenance Man a vacation. He needs it. Every day he spends an hour or two, or sometimes three, backwashing and regenerating your present zeolite water softening equipment. You can save this costly labor time, plus salt, and get far better operating performance by converting to AUTOMATIC operation. Our electrically operated poppet type multiport valve and control backwashes, regenerates and returns manually operated water softening equipment to service AUTOMATICALLY, and the change to automatic is inexpensive, too. Let us send you our free bulletin with full details.

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It's our resinous zeolite. Hundreds of commercial and institutional laundries are already using it. With INVERCARB you can nearly double the gallon per minute flow rate of most softeners now in use. In addition, with INVERCARB you can get up to ten times your present capacity in gallons per regeneration! May we check your water softener for size and tell you how much INVERCARB can do for you at so little cost?



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H&T ELECTRIC CONTROL PANEL

NEWS

from the

ALLIED TRADES

Hammond Weathers Devastating Tornado



The Hammond Laundry-Cleaning Machinery Company of Waco, Texas came through the disastrous Waco tornado of May 11, and is already back in operation. The main factory building, while in the full path of the storm, suffered only blown-out doors and windows, and loss of power.

The large storage warehouse,

filled with equipment and materials, and located adjacent to the main building, was completely destroyed.

Bill Hammond, Roger Conger, Fred Winslow and other Hammond employees wish to express grateful appreciation to all their friends for the many telegrams and letters of concern and sympathy.

Carman Holds Annual Meeting

Carman & Co., Inc., Brooklyn, N. Y., and subsidiaries held its annual branch managers, stockholders and board of directors meetings at the Statler Hotel in New York on April 25-28. Thirty-five Carman executives and branch managers attended the initial three-day meeting, the largest group ever to attend the annual con-

ference since the company was founded in 1899.

S. E. Moore, president of Carman & Co., Inc., presided over the business sessions of the meeting, during which special reports and proposals were submitted by divisional managers and department heads, for group discussion and consideration.



Shown at Carman's annual meeting are, left to right, seated: E. A. Noll, R. H. Lees, Helen Verkamman, A. G. Mittlacher, Emma Gebhardt, S. E. Moore, Beatrice Becker, J. T. Lowe, Katherine Koeltz, C. R. Conley. Second row: J. E. St. John, J. L. Kirk, G. D. Marrocco, H. H. Cox, E. W. Hahn, C. L. Plough, C. H. Olson, J. R. Conley, G. L. Russell, R. E. Thoelen, L. H. Hellman, M. E. B. Moore. Rear row: W. W. Mortens, E. A. Zurlinden, H. E. Sandles, R. L. Granberry, F. M. Lassiter, R. W. Green, H. C. Hannah, A. M. Olson, J. W. Bailey, E. C. Kjellander, J. S. Parkhill, Jr., J. H. Osborne

Diamond Alkali Enlarges Silicate Plant

More extensive, centralized storage-and-handling facilities to serve Diamond Alkali Company customers in New Jersey, New York and surrounding areas have been completed and are now in operation at the company's Jersey City silicate plant, it has been announced.

In line with Diamond Alkali's stated policy of increasing customer service, the new construction provides 24,000 additional square feet of storage space for packaged chemicals. It consists of a steel frame-transite siding structure 200 feet long by 120 feet wide. A masonry wing, 21 by 52 feet, attached to the east end, houses the employees' locker room, lunch room, service quarters and office.

For this expansion at the company's Tonnele Avenue property, land reclaiming measures were necessary. Fill was added, and treated wood pilings were driven to support the concrete flooring. A double bowstring truss type roof tops the completed building. Deakman Wells, Inc. of Jersey City, handled the construction work.

W. H. Evans, general manager of silicate operations at the company's Cleveland headquarters, described the expansion as part of a company-wide program to insure faster and better service to all consumers of Diamond Alkali chemicals.

He added that a similar project recently was completed at the company's Cincinnati silicate plant.

of sales of Republic Steel Corporation was announced by C. M. White, Republic president. Mr. Foy succeeded J. M. Schlendorf who retired from the sales vice-presidency as of July 1 but will continue with Republic in a consulting capacity on sales problems.

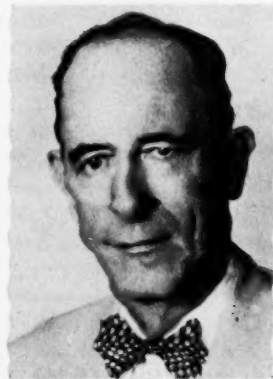
The appointment of L. S. Hamaker as general manager of sales was also announced.

Also announced were the appointments of S. A. Crabtree and R. W. Helms as assistant general managers of sales. Mr. Crabtree is district sales manager of Republic's Chicago district and Mr. Helms is presently general manager of sales of Republic's Berger Manufacturing Division.

Joins Caled Sales Force

Caled Products Company has announced that Reece Ryan will represent them in covering the up-state New York territory. Mr. Ryan has not only attended the National Institute of Drycleaning school, but is a practical plant man. His experience includes 25 years in the industry, and has varied from small plants to the largest in the country. Mr. Ryan has recently returned from the Canal Zone where he was in charge of the Panama Canal Company drycleaning plant for the past six years.

Carman Transfers Blansit



JOHN W. BLANSIT

Travels Abroad To Seek Foreign Pecora Distributors

Laurance Bowen, Jr., vice-president in charge of export sales of Pecora Paint Co., Inc., Philadelphia, will make an extended visit of cities on the European continent in early July to arrange for distributors in an expanded export program of the company.

Mr. Bowen will seek to broaden the Pecora markets in Turkey, Greece, France, Portugal, Spain and Italy. Mr. Bowen expressed the opinion that indications of considerably increased business in these markets warrant the effort to further develop the company's distributor organizations abroad.

Republic Steel Appointments

The election of Norman W. Foy as vice-president in charge

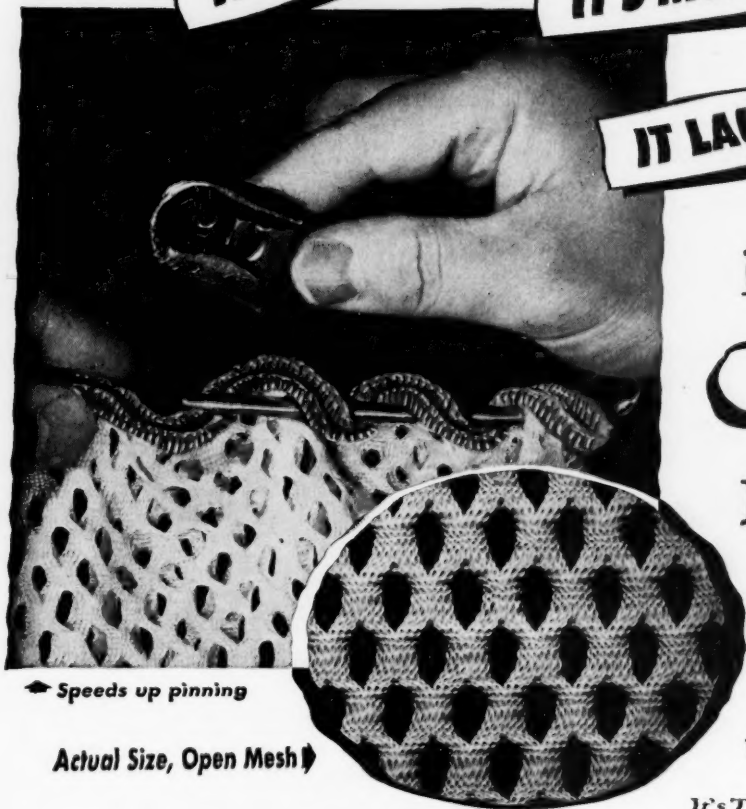
Carman Company, Inc., Kansas City, Mo., has announced the appointment of John W. Blansit as sales representative in Oklahoma. This veteran member of the Carman staff has relinquished his sales territory in western Missouri to accept this important assignment to a larger territory.

Mr. Blansit, a native of Oklahoma, has been associated

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It's The Nylon net you've been hoping for.
Open mesh insures speedier pinning—just what
you've been asking for, waiting for—*now it's here!*

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further details of CALLANET—the laundry net that's
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Callaway Mills INC.

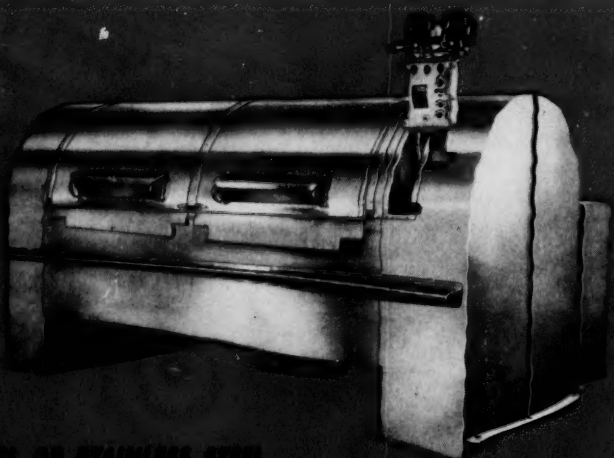
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SIMPLE, **LOW COST**
TROUBLE FREE OPERATION
THE
NEW **CUMMINGS-LANDAU**
ALL METAL
WASHER



... IN MONEL OR STAINLESS STEEL

Washes faster, cleaner, has never-out dependability!

Over 25 years of engineering and operating experience helped us produce this modern, up-to-the-minute washer.

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OUTSTANDING FEATURES**

- No complicated mechanism - all standard same parts
- All washed heavy gauge cylinders in any size or number of pieces
- Cylinders have solid metal or stainless steel bands

- No cold air leaks or open joints
- Washers with cylinders over 24" in length are double end driven
- Heavy gauge shell drums are welded or bolted permanently, eliminating leakage trouble
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Standardized in size from 18" to 48" diameter and including 48" x 120". Open, Pullman "style" and "P" or "H" style and combinations, washers and type of drive mechanism.

- Small or medium size washers are double end driven
- Special balanced padding system, completely automatic
- Strong doors have safety catches
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- Self drive motor shaft, standard size operation

- Solid low cost and price standard
- Heavy stainless steel washers with stainless steel bands
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We also manufacture standard extracting, extracting extractors, tread washers and standard spinners.

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., Inc.

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with the Carman organization for the past 31 years and he has occupied several key positions in the Kansas City office prior to his joining the Missouri sales staff. Having attended school in Enid, Oklahoma, he is returning to familiar territory to reside in Oklahoma City where he will be centrally located to represent Carman to the Oklahoma trade.

Hercules Men Go Abroad

The Hercules Powder Company announces that two of its important personnel have gone to Europe—for different reasons.

Dr. Emil Ott, director of research for Hercules, left last month to serve as a delegate from scientific organizations in the United States to a series of international science meetings.

During a two-month trip abroad, Dr. Ott will visit Switzerland, Germany, France, The Netherlands, England, Denmark, and Sweden, visiting Hercules' overseas offices and conferring with executives of many European chemical companies.

As a delegate representing the American Chemical Society at the 26th International Congress of the Societe de Chimie

Industrielle, held in Paris June 18-29, Dr. Ott delivered a plenary lecture on June 26, speaking on "From Test Tube to Commercial Plant."

Henry N. Marsh of Hercules' explosives department, and general chairman of the American Ordnance Association, Technical Divisions and Committees, has been lent by Hercules for special service to the Army Ordnance Corps at the request of the Ordnance Officer, European Command. He left on June 5, by Military Air Transport Service out of Washington, D. C., to Frankfurt, Germany, and reported for duty with the Commanding Officer, Ordnance Procurement Group, Heidelberg, Germany, as propellant powder and high explosives expert.

The duty will be similar to a short tour last Fall in Italy and in this capacity he will assist in plant surveys to evaluate capacity to manufacture ammunition for use in the Ordnance Off Shore Ammunition Procurement Program. From time to time he will assist the Ordnance Procurement Groups staff in arriving at decisions on quality of product and in allowing deviations from specifications as may be indicated, to permit maximum use of available capacity.

New Hoffman Appointments Made

Edward J. Hart has been appointed assistant director of industrial relations for the United States Hoffman Machinery Corporation, it has been announced by James J. McHale, director. Mr. Hart's time will be divided among the company's several plants in Syracuse, Auburn, Poughkeepsie, in New York State, and Scranton, Pa. Prior to his new assignment, he was director of personnel to the company's Auburn plant for one-and-a-half years.

Mr. Hart served with the U. S. Army in the last war for

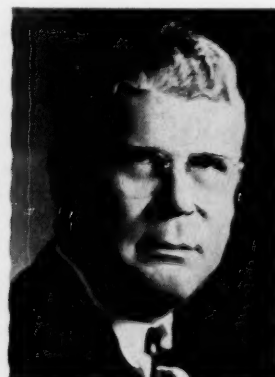
five years, and is now a reserve major. He was previously with the Veteran's Administration for six years as education and training officer in charge of vocational rehabilitation of disabled veterans.

U. S. Hoffman operates three commercial plants in Syracuse, N. Y., where it manufactures laundry and drycleaning equipment, industrial filtration machinery, and air appliance equipment.

In another announcement, it was learned that James L. McKeown has been named executive representative at the San



EDWARD J. HART



J. L. McKEOWN

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ROBERT MOSIER

San Francisco office of U. S. Hoffman.

Mr. McKeown joined Hoffman in 1923 in New Orleans. In 1925 he was transferred to St. Louis and two years later became western district manager.

In 1946, Mr. McKeown was named sales manager of the Canadian Hoffman Machinery Company, Ltd., in Toronto. He now moves to the San Francisco office.

Appointed as sales representatives on the San Francisco staff were Robert Mosier and Clifford S. James. Mr. James



CLIFFORD S. JAMES

will have charge of a territory consisting of the Oakland Bay areas, northern California to the Oregon border and the western half of Nevada.

Mr. Mosier has been active in the drycleaning industry since 1930, both as a drycleaning and production manager and as a plant owner.

After four years in the U. S. Air Force during World War II, Mr. Mosier joined Hoffman in 1945. For two years he traveled throughout the western states demonstrating cleaning and finishing equipment and since 1947 he has been a

Hoffman salesman in the Los Angeles area.

Mr. James joined the Hoffman organization in 1936 as a worker in the Corporation's main plant in Syracuse, N. Y. The following year he became a serviceman in the Syracuse district and in 1945 he was transferred to the sales staff in upper New York State. He will now make his home in San Francisco.

Kohnstamm Honors Veteran Employee



Firm's president presents award

A dinner in honor of Miss Margaret Thein who, for the past 50 years was in the employ of H. Kohnstamm & Co., Inc., at their Chicago office, was held on April 7 at the Lake Shore Club of Chicago. It was attended by all the local members of the organization, as well

as by the board of directors of the company.

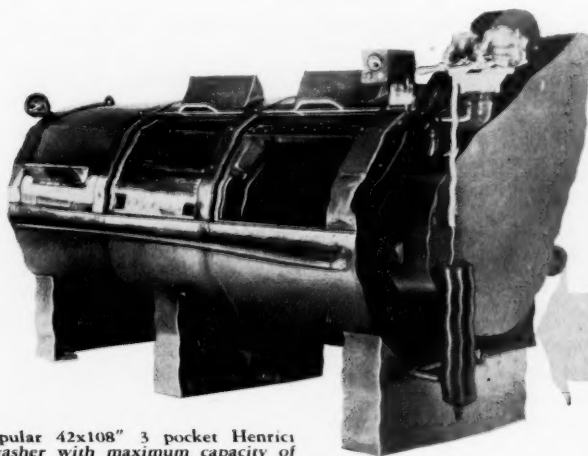
Miss Thein started her career with the company April 7, 1903, as an office clerk. In recent years she has been a member of the credit department of the company. Miss Thein also announced her retirement as of the same day just 50 years later. She was presented with a diamond studded service pin, a leather bound testimonial book from her fellow workers and a company award presented to Miss Thein by the president of H. Kohnstamm & Co., Inc., Louis J. Woolf.

Entire Plant on Vacation

The National Marking Machine Co., Cincinnati, Ohio, announces that its plant will be closed down from Saturday, July 25, until Monday, August 10, for the firm's annual vacation period.

Rug and Upholstery Clinic

Conley Chemical & Supply Company, Spokane, Wash., distributor of Hild Floor Machines, recently held a rug, carpet and upholstery cleaning clinic on the proper procedure



Illustrating the popular 42x108" 3 pocket Henrici "Cyclone" model washer with maximum capacity of 510 pounds dry weight. 12 other sizes of HENRICI Washers are available to handle any capacity from 85 lbs. to 510 lbs. dry weight.

There are many outstanding construction features exclusive to HENRICI Washers alone that make them the leader in the field.

One feature, the "Hypercent Mixing Chamber" in the HENRICI "Cyclone" model (not available in the HENRICI "Comet" model), creates an entirely new washing technique. A specially-designed chamber in the rear of the "Cyclone" shell (shown above) makes more effective use of water and supplies . . . produces better washing at less cost!

But there are many other features that make either a HENRICI "Comet" or "Cyclone" your best buy by far, and rugged construction plus quality workmanship are behind each one.

THE
REVOLUTIONARY
AND PROVEN
**HYPERCENT
MIXING
CHAMBER**
IS JUST ONE OF MANY
HENRICI FEATURES
THAT WILL GIVE YOU
WHITER WASHING
AND
MORE PRODUCTION

HENRICI
LAUNDRY
MACHINERY
COMPANY

12 HENRICI STREET,
BOSTON 26, MASSACHUSETTS

Affiliated with:
Chandler Machine Co., Ayer, Mass.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

for the shampooing of rugs and upholstered furniture. All the principal rug cleaners, laundries and hotels in Spokane, and surrounding cities were represented. Fred C. Hild, president of the Hild Floor Machine Co., personally conducted the very successful clinic.

Various Hild machines and products were used in demonstrating the cleaning, vacuuming and shampooing of rugs and furniture.

New Wyandotte District Managers Appointed



A. J. FRIELING

A. J. Frieling and M. L. Lloyd, effective June 1, became managers of Wyandotte Chemical's Boston and Dallas district offices. It was announced by F. H. Tholen, sales manager for the J. B. Ford Division of the Wyandotte, Mich., firm.

Mr. Frieling, a native of Grand Rapids, Mich., has many years of sales and administrative experience in the Detroit area. He served Wyandotte Chemicals in Dayton, Ohio, before his transfer to a special home office assignment.

Mr. Lloyd, a native of Pennsylvania, has several years of merchandising experience in Baltimore, and since 1949 has



M. L. LLOYD

been a resident Wyandotte representative in Roanoke, Va.

Mr. Frieling and Mr. Lloyd transfer to Boston and to Dallas after completing a three-month program at Wyandotte Chemical's home office.

Huron Adds Clancy To Mid-West Sales

Charles P. Clancy has been appointed sales representative in the mid-west territory for Huron Milling Company, it was announced by B. F. Bowman, Huron's vice-president for sales and product development.

Joining the staff of Huron's mid-western manager, L. S. Rolf, Mr. Clancy will make his headquarters in Omaha, Nebraska.

Mr. Clancy's appointment, according to Mr. Bowman, "is another step in our continuing program to provide top-notch sales and service assistance to Huron customers in this important area."

Grimm Elected Chief Executive of L. A. Soap

Stockholders of the Los Angeles Soap Company and its subsidiaries announced the election of H. Paul Grimm as chairman of the board, president and general manager.

Mr. Grimm has, in addition to being oil umpire for the State of California, been vice-president of the Getty Oil Company, president of the Pacific Western Oil Company and, for a number of years, served as director of the Tide-water Associated Oil Company.

Andrew K. Forthmann, member of the law firm of Dockweiler & Dockweiler, was appointed vice-president and assistant to Mr. Grimm.

Orr & Sembower Announces Eastern Sales Outlets

Orr & Sembower, Inc., Reading, Pa., manufacturers of Powermaster packaged automatic boilers, has announced the opening of a New York office at 51 E. 42nd St.

Jared Darlington III is district manager supervising the field sales activities in the New York metropolitan area including Westchester county, Long Island, and northern New Jersey.

Complete engineering and servicing facilities are maintained by the New York district office to provide application engineering services and maintenance.

The firm also announced the

appointment of C. A. Breed, Inc., 1089 Washington St., West Newton, Mass., as sales and service representative in the Boston area.

C. A. Breed, Inc., has had over 30 years experience in automatic firing for heating and process work and is staffed by graduate and professional engineers. The plant is open day and night for emergency service. The mail address is West Newton, 65, Massachusetts.

New Atlas President



RALPH GOTTSBALL

Ralph K. Gottshall was elected president of Atlas Powder Company of Wilmington, Del., by the board of directors at its recent annual organization meeting. He was also elected chairman of the executive committee.

Mr. Gottshall succeeds Isaac Fogg, who becomes chairman of the board and will also remain chairman of the finance committee. In pursuance of the company's retirement policy, Mr. Fogg has retired as president and chairman of the executive committee, offices which he has held since 1945.

Mr. Fogg succeeds Leland Lyon as chairman of the board. Mr. Lyon, who will remain as a member of the board, has been its chairman since 1945, following his retirement from the presidency of the company.

Mr. Gottshall has served as executive vice-president of the company since May of last year. He has been a director and member of the executive committee since 1951. Prior to that time he was assistant general manager of the explosives department, having been promoted to that position from director of explosives sales.

Patek Adds New Lines

Patek & Co., San Francisco, one of the major distributors on the west coast, has added several new supply and equipment lines, according to an an-

nouncement by the firm's sales director, Richard Rouvellat. The products include Hercules CMC formula for sizing. Westvaco Chemical Company's Magnesol, and the complete Hoyt Manufacturing Co.'s laundry and drycleaning equipment line.

The Hercules CMC Formula for sizing flatwork and linen supply items is used dry on the wheel and is said to assist in promoting whiteness in subsequent washings and in eliminating drastic stain removal practices on heavy soil classifications.

Magnesol is said to be finding increased application in charge and strong soap drycleaning systems in reducing solvent reclamation costs.

Major Hoyt item for drycleaners is the Solvo-Miser reclamation tumbler for chlorinated solvent drycleaning. Hoyt also makes a complete line of fast-drying laundry tumblers, including fully automatic, coin-operated cabinet type dryers for self-service installation.

Patek also announces exclusive western representation for Lustrol Premium Products, San Francisco, manufacturers of Lustrol Percharg, for chlorinated solvent systems; Lustrol 1240, for the drycleaner, exclusively; and Lustrol Petrocharg, a product for large petroleum production plants which is claimed to produce strong soap cleaning results without clear rinsing.

Westinghouse Air Brake Opens New Electroplating Plant in Pittsburgh

Designed to meet almost any conceivable specification of any company product is the new, \$640,000 electroplating plant Westinghouse Air Brake Co. placed in operation recently at the Swissvale plant of its Union Switch & Signal division in Pittsburgh.

In ceremonies opening the new plant, Edward O. Boshell, president and board chairman of Westinghouse Air Brake, described the installation as another forward step in the company's long-range expansion and diversification program.

Other recent steps in the firm's expansion and diversification program include the purchase—as subsidiaries—of the George E. Failing Supply Co., Enid, Okla., world's largest producer of portable oil-drilling rigs, and the Peoria, Ill., and Toccoa, Ga., plants of R. G. LeTournieu, Inc.

How To Wash Cotton Carpet

(Continued from page 68)

inward so as to balance the load and eliminate danger of tearing the carpet. When the water stops running out, you know that the cycle is complete.

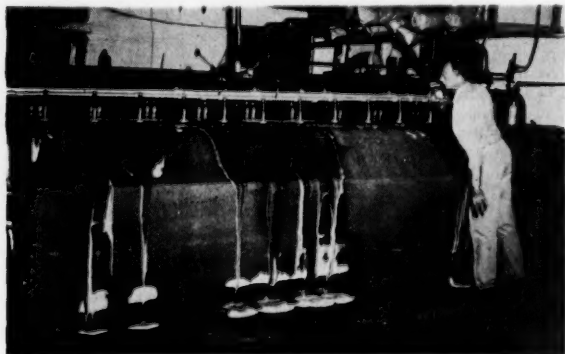
Rubber backs used to be a tumbling hazard, but this has been pretty well licked. If the tumbler doesn't get above 175 degrees, you shouldn't have any trouble. Feel the rugs after 30 minutes. If they are dry, fine. If they are still a little damp, leave them in a little longer. When the dry rugs are removed, immediately spread them out or hang them up a few minutes until they cool down and the danger of spontaneous combustion is past. Then you can wrap them. Do not leave the rugs in the basket any longer than absolutely necessary.

The AIL warns that one type of cotton floorcovering merits caution. Cottons with a jute or paper back may be damaged in a washwheel-extractor-tumbler procedure. Probably the best way to handle these is by the conventional floor or automatic scrubber treatment.

There are rug cleaners who are doing an excellent plant job on cottons using their regular equipment. George Braun for one, is doing a beautiful job with a combination of a floor and automatic scrubber. First he "pre-spots" his cottons to remove any special soils such as salad oil, etc., and goes over them with a floor scrubber, with special emphasis on traffic areas. Then the rugs are put through his automatic scrubber. At the other end of the scrub floor a wringer is set up. A sour solution is standing in the wringer tank, and the rugs are soured for three or four minutes. One batch of sour, mixed up on the basis of 1½ pounds of sour per 100 gallons of water, will do for about ten 9 x 12s.

Then the rugs are wrung out and hung in the dry-room. After drying, the rugs are brushed and shaken before being wrapped.

It is possible to do a good job without an automatic machine by running the floor scrubber across the rug several times in each direction. The amount of scrubbing needed depends, naturally, on the soil conditions. After thorough rinsing, souring is required before the



Automatic scrubber is used after floor operation. Here George Braun is putting a rug through a second time

rugs are hung to dry. Shaking and brushing before wrapping will improve the finish and appearance.

What to charge is a matter for the individual plant owner to decide. One New York plant has figured that its process of washing in the wheel, extracting, and hanging in the dryroom is a little more expensive than handling the same size regular rug with an automatic scrubber. Consequently it is charging two cents more per foot than for ordinary domestic broadloom. □□

Associations, L.C.A.T.A., Meet

A number of officials of state laundry and cleaning associations throughout the United States conferred with officers and officials of the Laundry and Cleaners Allied Trades Association at a special meeting in New York on June 18, regarding relations between their respective organizations.

At the meeting a considerable amount of confidence was expressed regarding the future of both commercial laundering and drycleaning. Officials of the state associations, as well as the LCATA, felt that the meeting had accomplished a successful purpose and that similar meetings are desirable in the future.



Attending the meeting were (left to right), first row: Harold C. Bucklew, executive secretary, New Jersey Laundry and Cleaning Institute; William J. Schleicher, secretary and director, LCATA; W. H. Balderson, executive secretary, Maryland-District of Columbia & Virginia Laundryowners Association; Hugh W. Smith, secretary-treasurer, Illinois State Cleaners & Dyers Association.

Second row: Hugh G. Henderson, director, LCATA; Bernard Glasner, executive secretary, Connecticut State Association of Cleaners & Dyers, Inc.; Charles N. Bohnsack, president, New York State Cleaners & Dyers Association, Inc.; Simon Rosenstock, executive director, New York State Cleaners & Dyers Association, Inc.; Herb Salter, executive secretary, Cleansing Plant Owners of Massachusetts; Wayne Wilson, director, LCATA.

Third row: K. C. Jones, LCATA; Wilson A. Leeco, executive secretary, Ohio Laundryowners Association and Laundry Institute of Cleveland; F. H. Ross, Jr., president and director, LCATA; Jack Ryan, director, L&DCMMA; Richard V. Whalen, secretary-treasurer, New York State Laundryowners Association; Rodger R. Jackson, managing director, LCATA; Stuart A. Smith, president, Maryland-District of Columbia & Virginia Laundryowners Association.

Rear row: John A. Higgs, president, New Zealand Federation of Cleaners and Launderers, Wellington, New Zealand; Val E. Dayton, president, New York State Laundryowners Association; Albert G. Earle, assistant managing director, LCATA.

Those attending but not shown in picture were William H. Minty, past president, and George J. Grasser, president, Connecticut Launderers and Cleaners Association, Inc.

Accident Prevention Handbook

The National Safety Council's new "Handbook of Accident Prevention for Business and Industry" is a convenient safety guide for the manager of a small business or the supervisor of a department in a large organization.

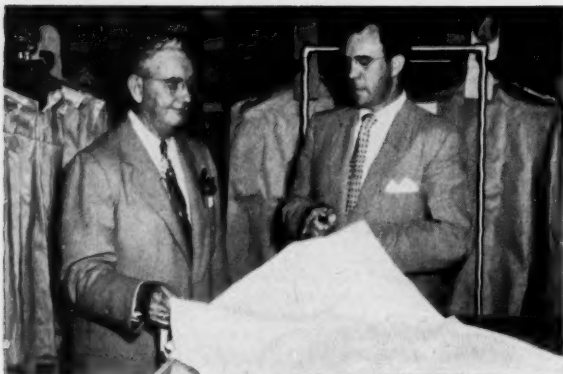
The handbook shows how to set up and maintain a safety program. Detailed information is included on subjects such as plant layouts, materials handling, housekeeping, machine guarding, electrical hazards, pressure vessel hazards, first aid, fire prevention and personal protective equipment.

The handbook advises the small business man who cannot afford to employ a full-time safety specialist how to make use of outside assistance. Service and insurance organizations, governmental agencies, trade associations and professional societies which can help the small operator are described.

For further information and prices, write the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

NEW PRODUCTS and LITERATURE

Southern Mills' "Soulon" Flatwork Ironer Cover



R. M. Vandergriff (left), Georgia plantowner, is shown "Soulon" ironer cover by Wiley McGinty, Southern Mills sales manager

A new flatwork ironer cover made of 100 percent Dacron with special Southern Mills finish, was introduced to the laundry trade this month by Southern Mills, Inc., according to announcement by William D. Ellis, president, and Wiley P. McGinty, sales manager.

"Soulon" is the name of this cover which is said to wear like asbestos but gives a finish like cotton. It is installed like a cotton cover. There is no riveting or drilling. It is supplied in widths of 72 and 90 inches and lengths of 100, 110 or 120 inches. It is not supplied in rolls.

Extensive tests by Du Pont, makers of the Dacron from which the cover is woven, are said to have proven that these ironer covers stay soft under heat and abrasion and stay efficient longer. Southern Mills,

Inc., gives a guarantee of a stated number of hours of service on the flatwork ironer, and confirms the Du Pont tests of this polyester fiber.

All Southern Mills laundry textiles are sold through laundry supply jobbers and the company maintains its own offices in Chicago at 10-103 Merchandise Mart, Richard C. Dwinell, sales representative; in New York at 233 Broadway, Paul J. Ellis and Claude Daley, sales representatives; in Los Angeles at 3763 S. Broadway, Parker Cleveland, sales representative; in Atlanta at 585 Wells Street, S. W., Jack Jones, sales representative; in Dallas at 515 Second Unit, Santa Fe Bldg., Alan G. Stanford, Jr., sales representative, and in Detroit at 1627 West Fort St., Suite 515, Albert J. Allen, Jr., sales representative.

New Patterson-Kelley Catalog Available

The Patterson-Kelley Co., Inc., East Stroudsburg, Pa., announces a new 16-page general catalog covering hot water storage heaters and heat exchangers. The bulletin is said to be of value to engineers in laundries, restaurants, institutions, food and chemical processing plants, textile plants, hotels, office buildings, power plants and wherever heat ex-

change equipment is used. It covers more than a dozen types of hot water storage heaters and heat exchangers.

Included are horizontal and vertical hot water storage heaters, instantaneous water heaters, converters, condensate coolers, dishwasher boosters, fuel oil heaters and instantaneous suction heaters for viscous fluids.

Tables enable selection of the correct equipment for given operating condition. For example, tables on P-K Instantaneous Water Heaters give selection data on two, four and six-pass U-tube heaters having capacities to 66,500 gallons per hour at steam pressures of 0, 5 and 10 psig, with water temperatures from 40 to 100° F inlet and 80 to 220° F outlet. Typical examples demonstrate use of the tables.

To aid still further in the selection of proper heat-transfer equipment, four additional bulletins are offered covering applications on which more specialized information may be required.

Copies of Catalog No. 5 may be obtained from Patterson-Kelley Co., Inc., 370 Warren Street, East Stroudsburg, Pa.

Wyandotte Announces Carbose CR



Wyandotte Chemicals has announced its new Carbose CR—a product designed for the cold water rinsing of all classifications, even when soap is used. Users, the firm states, report that this research-formulated material gives a considerable saving in hot water, and also prolongs fabric life.

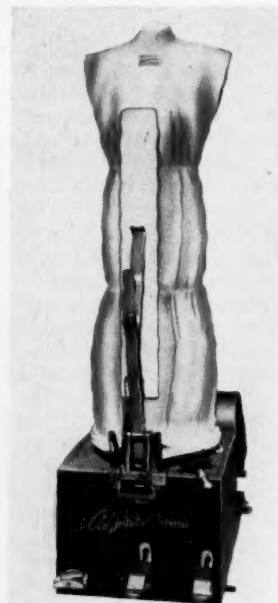
Since it is estimated that heating water in the average laundry costs 60-90¢ per 1,000 gallons, according to the firm, use of Carbose CR is said to be a very profitable investment. Wyandotte states that its new product already gives promise of becoming the fastest growing material for laundry use to bear its Indian trademark.

Containing Wyandotte's specialized high detergency CMC, Carbose CR is claimed to give improved whiteness retention. With this new product, cold water rinsing of even shop towels and overalls is possible as Carbose CR contains a powerful grease and oil dispersant for industrial work. With Carbose CR, there is no oil scum to redeposit on the fabric dur-

ing the cold water rinsing, according to the company.

Carbose CR is said to be safe on all fabrics, is a free-flowing, white powder and is packed in 300-pound and 100-pound drums.

White Nylon Form Bags



The Wichita Precision Tool Company, manufacturers of the Adjusta Form Steam-Air Finisher, has announced it is now equipping all Adjusta-Forms with white nylon form bags. The white nylon form bag replaces the one formerly made of black nylon material.

The life expectancy and the operating efficiency of the white nylon bag is counted upon to exceed that of the black bag, particularly if the white bag is cleaned regularly while in use. Since cleaning is an important part of air form bag maintenance, it is felt by the firm that the white bag will encourage better maintenance procedures.

In the use of black nylon, atmospheric corrosion resulted in disintegration of its color. Dirt, grime, moisture and gases in the air, in combination with heat, all worked together to cause this deterioration. The use of the white nylon will eliminate the problem of color impairment, the firm states.

Jobbers can supply the new white bags for Adjusta-Forms now in use. Black bags may still be obtained, but only by special request.

For further information, write the Wichita Precision Tool Company, 450 North Seneca, Wichita, Kansas.

Chemicals you live by

DIAMOND ORTHOLATE

*... will assure you
better washing results*

DIAMOND DETERGENTS

Balanced for the Laundry Industry

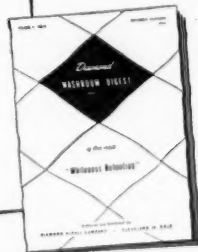
Metasilicate	Ortholate
Supersilicate	Paralate [®]
Orthosilicate	Paralate S [®]
Metalate	Hydrobreak [®]
Alkalate [®]	Hydrolate
O & W Compound	

SOURS

Safety-Linen [®]	Septo [®]
Carbo [®]	Econo [®]
Double-Duty [®]	

BLUES

Liquid Blue R (Red)	Liquid Blue G (Green)
------------------------	--------------------------



Diamond Washroom Digest is packed with useful facts. Ask your Diamond Distributor for free copies.

No matter how soft your water, hardness is added by the soil in the clothes. Then up go your costs for soap and bleach; down goes the quality of the work.

The answer is DIAMOND Standard Ortholate. A highly efficient combination of silicated alkalies plus hardness-controlling agents. It gives you better, whiter work with less soap, and longer fabric life because less bleach is needed.

Standard Ortholate is particularly recommended for heavy soil and high bicarbonate water conditions. It is readily soluble in hot or cold water; safe for white work or fast colors. Its high soil suspending power and free rinsability insure maximum whiteness retention and color contrasts. For full details on DIAMOND Standard Ortholate and formulas for its use in family laundries, linen supply plants, institution laundries, etc., write for the folder *Standard Ortholate*. Ask also to have a DIAMOND Technical man test your washroom conditions—absolutely free. We are sure he can help in your continuing efforts to keep quality up and costs down. DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, Ohio.

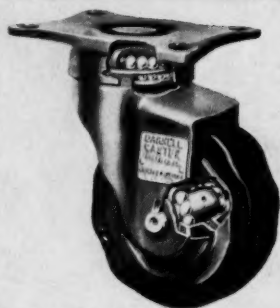
DIAMOND LAUNDRY DETERGENTS ♦ SOURS ♦ BLUES

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

DIAMOND

**ALKALI
CHEMICALS**

**Laundries Everywhere
Speed up Service with
DARNELL
ALWAYS SWIVEL AND ROLL
CASTERS**



If it's cost reduction and increased profits you're looking for—investigate the casters and wheels that were designed especially to withstand the hard usage of laundry service.

Darnell Casters assure...

- 1. LONGER EQUIPMENT LIFE**
- 2. GREATER FLOOR PROTECTION**
- 3. EASY EQUIPMENT MOVABILITY**

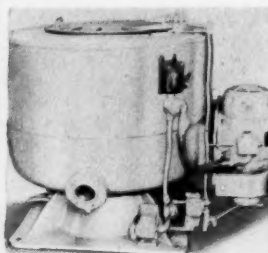
There's a type of caster for every laundry need. Write for the Free Darnell Manual describing the many swivel and stationary types adapted to Laundry plant requirements.

DEMAND DARNELL DEPENDABILITY

DARNELL CORP., LTD.
DOWNEY, (Los Angeles County) CALIF.

60 Walker Street, New York 13, N.Y.
36 North Clinton, Chicago 6, Illinois

**New 36-Inch Fletcher
"Junior" Extractor**



Fletcher Works, Philadelphia, recently brought out a new addition to its line of laundry and drycleaning extractors, a 36-inch "Junior" model.

This open top machine is equipped with "super-self-balancing" characteristics, according to the firm, obtained through the use of large steel springs placed near the basket. The capacity is 10 cubic feet, equivalent to about 130 pounds dry weight laundry or 110 pounds drycleaning garments.

With its 33-inch, 90 pound model which Fletcher introduced several years ago, the firm now builds two intermediate-sized extractors between the usual 30-inch and 40-inch machines.

General Purpose Truck



A new series of floor trucks which are assembled by the user and which may be altered to meet changing needs has been introduced by the Leebaw Manufacturing Company, Youngstown, Ohio.

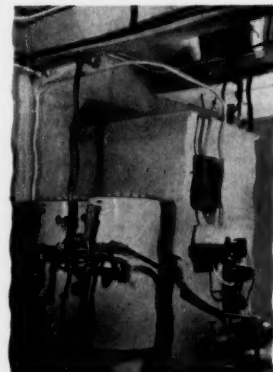
The units are shipped knocked down and may again be disassembled for storage. A complete truck may be put together in less than five minutes, according to the firm. End panels slip into sockets in the bottom deck; shelves are added as needed or removed according to specific loads. All parts are replaceable and interchangeable without fastenings. There are no nuts, bolts, screws, pins or washers to bother with. All sections are securely slip-fitted for easy, fast assembly or removal.

Trucks are made of all-steel,

welded construction with gray enamel finish. Standard shelves are ¾-inch plywood bound with steel angle; steel shelves with one-inch flange, turned up or down, are optional. Shelf and desk size are 20 x 36 inches; over-all truck dimensions are 22½ x 42 inches. The vehicles are equipped with two swivel and two rigid casters with hard rubber ball bearing wheels. Available in four models, all trucks have five-inch casters with a total capacity of 500 pounds. Heavy-duty casters are optional, having four-inch hard rubber wheels and a capacity of 1,500 pounds.

Additional information may be obtained from the Leebaw Manufacturing Company, 65 Wayne Avenue, Youngstown 2, Ohio.

Package Water Conditioner



Engineered to a high degree of efficiency and simplicity is the completely integrated Permutit Package Water Conditioning Plant for laundries designed by The Permutit Company, 330 West 42nd St., New York 36, N. Y. The firm is said to be the only manufacturer of both ion exchange resins and water conditioning apparatus.

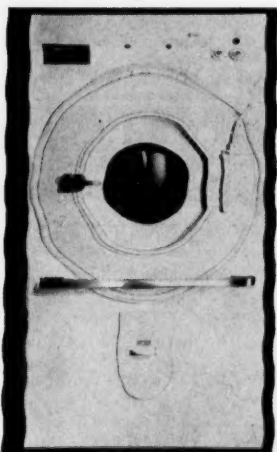
These units, without any alterations, may be used: (1) to remove turbidity, color and organic matter from water supplies; (2) to chlorinate; (3) to remove bad tastes and odors; (4) to remove iron and manganese; (5) to neutralize; (6) to soften, and (7) to de-alkalize.

The plant, as a complete package, forms a versatile and self-contained unit which is available in eight standard sizes ranging from 500 to 3,300 gallons per minute and flows of 12,000 to 79,200 gallons per 24 hours. Larger capacities can be furnished on request.

Each complete water conditioner consists of a precipitator with a built-in clearwell, a proportioning chemical feeder

control, a coagulant feeder tank, a lime or soda ash and hypochlorite feeder tank, an inlet float control valve, Neutralite filter unit, Carbo-Dur purifier unit and a service pump.

New Hoyt Dryer



Harry Hoyt, president of Hoyt Manufacturing Corporation, Westport, Mass., has announced a new addition to the Hoyt line of dryers. The new dryer, named the "Westport," has a cabinet front which permits the unit to be installed side-by-side to form a flush, wall-type battery. No special local installation handling is required, the firm states.

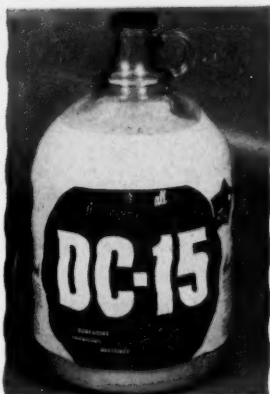
The new Westport is based on the Hoyt automatic dryer. Minor changes made in the arrangement of the mechanism permit the machine to be controlled from the front panel but, otherwise, the machine is identical with the one which has long been in use.

Among the many features of the Westport is its automatic time clock system whereby the operator merely tosses in the clothes and sets the timer which automatically turns on the gas, fan motor and cylinder motor. When the proper time has elapsed and the clothes are dried, the gas is turned off automatically, the fan and cylinder motors stop, and a red signal drying light indicates that the clothes are dried. Another convenient feature is the automatic temperature control which is thermostatically operated. This shuts the gas off automatically when the desired cylinder temperature is reached and automatically turns it on again when the temperature is lowered a few degrees. The savings effected by this feature are claimed to be substantial.

Other features are the automatic gas safety valve, the red

signal light, safety door switch and glass port hole. Attention is also called by the manufacturer to the adjustable gas mixer which allows a fine adjustment to be made after the proper Btu spud has been installed at the factory. By locating the exhaust on the side, a more compact unit results, with an important saving in valuable front floor space.

Keever Reports Demand For Synthetic Fabric Sizing



The increasing use of synthetic materials for sport shirts, slack suits and summer washables has created a big demand for DC-15, a new-type sizing for all synthetic fabrics, according to Robert Black, sales manager of the wheat products division of The Keever Starch Company, Columbus, Ohio.

DC-15 was announced to the laundry and drycleaning trade this spring. Already, it is being widely used for all types of synthetic fabrics, including blends containing cotton, according to the company. The product is designed to improve the appearance, body and finish of synthetics and is far superior to resins and ordinary starches.

Users of DC-15, the firm states, report that customers notice that garments, after treatment, have the same feel and luster as when new. Ironing is said to be easier and faster, wrinkles disappear and original draping qualities are restored.

DC-15 is a liquid in concentrated form and is packaged in gallon bottles. It may be used either for immersion or spraying.

Washoil Aids Launderer

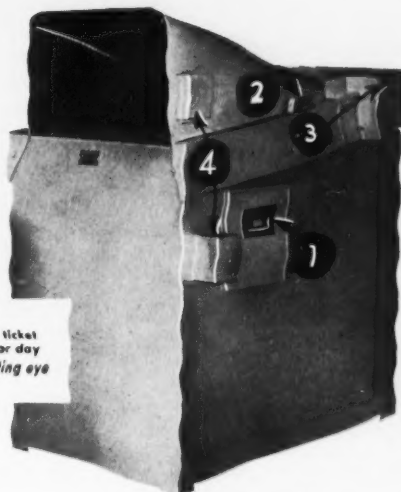
Softer linens, reduced washing and extracting time, and the prevention of "stogies" or "whips" from forming around the rolls of the flatwork ironer are the principal advantages

Linen, Towel, Diaper Suppliers!

STOP

COSTLY ERRORS

SPEED LINEN COUNTING



1. Count recorded on ticket
2. Total count for lot or day
3. Tamper proof counting eye
4. Ticket holders

Current: 110V—220V, A.C.—D.C.
Overall Size: 42" L—27 1/4" W—49 1/4" H
Feeding Height: 37 1/2"

EASTERN CYCLONE ELECTRONIC COUNTER

Motor driven, Electronic Eye, Self-Aligning Feed Belt of Neoprene, Sturdy Angle-Iron Frame and Metal Housing, Automatic Ticket Stamping Unit, Automatic Visual Counter.

SPECIFICALLY designed for the supplier who is gearing for absolute accuracy and speed in the sorting and counting of linens, towels, diapers and large quantity items.

The EASTERN CYCLONE ELECTRONIC COUNTER is a compact, rugged, tabulating machine that simply plugs in. The sensitive recording devices give you a running count, a total count for lot or day and a stamped count on the ticket.

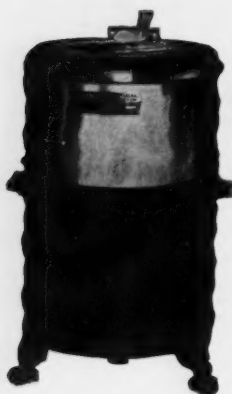
Daily volume figures give you a quick check and control of your production. Guaranteed efficiency.

Write or phone us today.

EASTERN CYCLONE CONVEYOR SYSTEMS, INC.

880 VAN HOUTEN AVENUE, CLIFTON, N. J.

MANUFACTURERS OF SOAP MIXING & CIRCULATING SYSTEMS —
LINT COLLECTORS — HOPPER-FEEDERS



BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.
Made in 15", 17" and 20" sizes.
Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

claimed for Penn-Drake Washoil. Developed specifically for institutional and commercial laundries, this new material is a product of Pennsylvania Refining Company.

Penn-Drake Washoil is impregnated into the linens after the final rinse. A pick-up of 98 percent of the oil is claimed. More than just an additive, this material is said to allow reduction in customary operating procedures. On the average, these reductions amount to the following: 12 to 25 minutes in washing time, 10 minutes in extracting time and 10 minutes in drying time if tumble-type dryers are used.

Benefits offered by Washoil which are particularly important to hospital laundries are: reduction of lint and fire hazard, and the elimination of static from all materials, including nylon. A germicide in Washoil removes odors by killing bacteria, and also assures germ-free linens.

Other benefits claimed for Washoil are: extended service from linens, reduced operating time at every step, reduced lint and fire hazard, prevention of soil-impregnation and elimination of static from all materials.

Penn-Drake Washoil is detailed in a new eight-page bro-

chure, copies of which may be obtained from Pennsylvania Refining Company, Butler, Pa.

Southern Mills Handles Carts



A new cart with many uses for moving clothes about a drycleaning plant has been introduced to drycleaning and laundry supply jobbers by Southern Mills, Inc., manufacturers of the Cottonblossom line of laundry textiles.

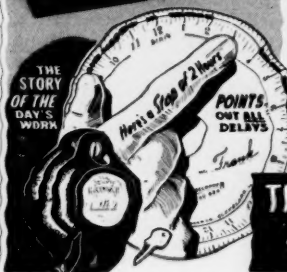
Known as Klose-Karts, these handy mobile units glide lightly on ball bearing swivel casters. They are offered in three sizes: 45-inch high Master, 42-inch high Regular and the 38-inch high Special.

Extra strong and extra light weight, according to the company, Klose-Karts are enam-

**NOW, a Device that
Helps to PREVENT**

Idle Time . . . Overtime Speeding . . . Accidents

The Servis Recorder shows every move your motor truck makes—when working and when standing, and how long—as shown on its chart (at left). Thus your motor truck writes its own story daily. You SEE all delays at a glance—and correct 'em! Save up to \$500 a year per truck. Over 100,000 trucks now equipped. Money-saving booklet free. The Service Recorder Co., 1375 Euclid Avenue, Cleveland 15, Ohio.



The Servis Recorder
Keeps Motor Trucks Busy

eled with chip-resistant, rust-resistant gray paint. They are designed to save time and labor, and it is reported that employees like them because they "put the cleaning business on wheels." The carts are shipped knocked down, individually

packed, and are easy to store and handle, the firm states.

Sold only by drycleaning and laundry jobbers, Southern Mills is exclusive distributor. The carts are manufactured at Al-bertville, Alabama, in the factory of Blair Hunt Company.

Examine New Hoffman Drycleaning Machine



E. W. Vickery (second from right), general manager of U. S. Hoffman Machinery Corporation in Syracuse, N. Y., examines the first model of the new Jet IV series of drycleaning equipment which the company will soon introduce. Shown with him are four factory experts whom he has just appointed to speed production of the new line. They are (left to right),

John E. Burns, chief engineer; Bruce R. Kelly, plant engineer; George W. Norris, assistant chief engineer, and Carl W. Monk, welding engineer. The new Jet model behind them is a complete drycleaning plant for independent stores. This unit which washes the clothes in cleaning solvent, extracts the fluid, filters it for re-use, and returns the clothes dry.

Camelforms

CUT COSTS ON LAUNDRY PACKAGING

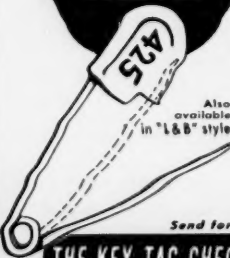
For more than fifteen years leading laundries have found CAMELFORMS the most economical and most practical and quickest set-up method for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices.

Campbell

BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

NEW!

**KEY-TAG'S
FLARE HEAD
LOCK PIN**



**★ 25% STRONGER
★ LOCKS CLOSED
★ PROTECTS NETS**

**THE ALL-PURPOSE PIN FOR NYLON
OR COTTON NETS**

KEY-TAG'S FLARE HEAD PIN has a .145 wire diameter that resists bending and bowing, gives longer service, yet is easy to operate.

KEY-TAG'S NOTCHED HEAD is actually locked shut by cotton or nylon net material—assuring complete, permanent closure in wash wheel.

KEY-TAG'S FLARE HEAD protects nets from chewing, biting action...eliminates chaffing and pulling of threads...can't tear or snag!

Send for a FREE sample KEY-TAG FLARE HEAD PIN today

THE KEY-TAG CHECKING SYSTEM CO. 6513 HOUGH AVENUE
CLEVELAND 3, OHIO

FLANNEL for QUALITY FINISHING NASHUA for PREMIUM FLANNEL—

NASHUA Double Faced Flannel has a special felted nap designed for laundry presses. It lasts longer because it traps less starch.

INSIST on NASHUA Flannel—it costs no more than ordinary flannels.

Write today on your letterhead to our New York Sales Office address for free sample.

Distributed Exclusively Through Leading Jobbers.

Nashua

TEXTILE COMPANY, INC.

Mill—Nashua, New Hampshire

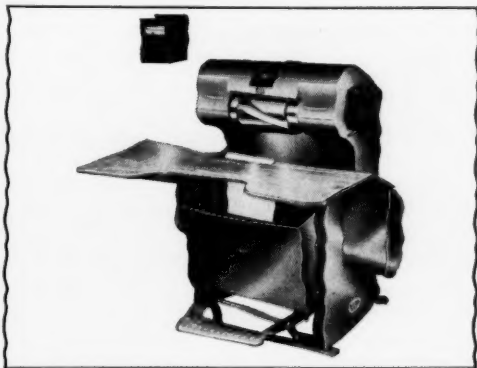
Sales Office—Room 1325 A

Empire State Building

350 Fifth Avenue, New York 1, New York

New Furtex Furrier Machine

Reliable Machine Works announces the production of its new Furtex "Junior" Model 25 venating machine. It is especially designed for the furrier and cleaner handling 300 to 1,500 coats a season.



Despite the compactness and low price, the Furtex Junior is said to contain most of the important features found only in the larger, more expensive models. Among its features are: glazing of old and new fur coats on an assembly-line basis; quick and easy operation; elimination of tedious hand operations—such steps as glazing, brushing, beating, are all done in one simple operation.

The other popular electrifying machines in the Reliable line include Models EL-20 and EL-30 for mass production, and the "Lusterette" Portable for hand ironing.

For further information and prices on the "Junior" Model 25, or the complete Reliable line of equipment, write to the manufacturer, Reliable Machine Works, 238 Eagle Street, Brooklyn 22, N. Y.

False Bottom Hampers



A false bottom, offered by W. T. Lane & Bros., Inc., Poughkeepsie, N. Y., automatically keeps work at rim-level of

canvas trucks, canvas baskets and hampers. Called Automatic Lift, the false bottom is suspended from the rim of the container by tension springs.

When work is loaded into the basket, the false bottom descends; as work is taken out, the bottom rises. The worker does not have to bend over and reach into the basket to empty it. This labor saving device is especially suited for operations where baskets and trucks are frequently loaded and unloaded, the firm states.

For further information, write to W. T. Lane & Bros., Inc., Poughkeepsie, N. Y.

NO LINER NEEDED with GROSS STAR ALUMINUM GRID-PLATES

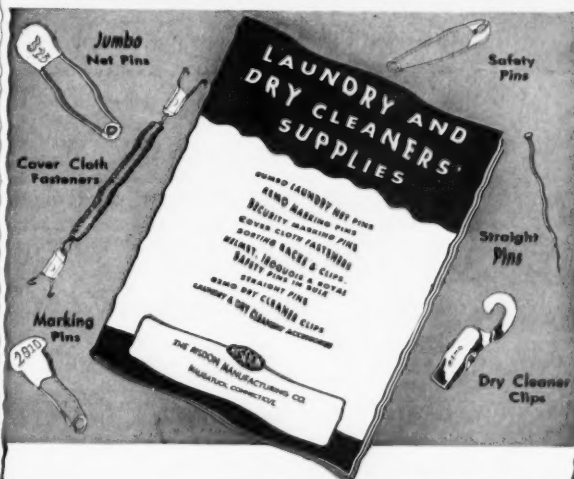


up to 46" \$14.85
mushroom... 11.00
over 46".... 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

GROSS STAR GRID PLATE for Better Pressing

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Ask your
dealer for
your copy of
this NEW

**RISDON
REMO
CATALOG**

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

HAUGATUCK, CONN.

RI-2



EASY To Operate To Install To Expand

KD simplified Pin Marking Systems solve the problem of accurate identification for hundreds of laundries. No complicated equipment needed. Ideally suited to reel, rack, or bin methods of sorting.

Accurate Net Identification

Automatic check on Overs & Shorts
Costs less to buy and keep up

Ask your jobber for these KD Products

- Net Pins
- Pin Carriers
- Sorting Bars
- Marking Pins
- Overall Tags
- Hand Numbering Sets



THE KEYES-DAVIS COMPANY

Superior Service Since 1904

294 14th St. - Battle Creek, Michigan

Put these shirt experts to work for you



These two machines
added to your shirt unit
will lower your costs
25% or more.

Write for complete
information.

Sleeve Master \$795
Fold Master \$695

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EQUIPMENT CORPORATION

720 West 14th St., Anderson 7, Indiana

Convention Calendar

Virginia Association of Launderers and Cleaners
Roanoke Hotel
Roanoke, Virginia
August 22-24, 1953

New York State Laundryowners Association
Fall Conference
Saranac Inn
Saranac, New York
September 25-27, 1953

National Association of Institutional Laundry Managers
Hollywood Roosevelt Hotel
Los Angeles, California
October 8-10, 1953

American Institute of Laundering
Convention and Exhibit
Shrine Convention Hall
Los Angeles, California
October 9-11, 1953

Idaho State Laundry & Dry Cleaners Association
Bannock Hotel
Pocatello, Idaho
October 16-17, 1953

National Institute of Diaper Services
Sea Isle Hotel
Miami Beach, Florida
October 25-30, 1953

Laundry and Cleaning Association of the
Carolinas, Georgia and Florida
Sheraton-Plaza Hotel
Daytona Beach, Florida
November 4-6, 1953

Indiana Drycleaning and Laundry Institute
Claypool Hotel
Indianapolis, Indiana
December 4-6, 1953

Obituaries

Alexander Allen, of Allen Towel & Linen Supply, Inc., Pawtucket, R. I., and past president and treasurer of the New England Linen Supply Association, died last month. Mr. Allen also was past president of the Linen Supply Association of America and the Linen Club of Rhode Island.

John W. Blumensteel, 81, a laundry operator for many years in Hoboken, N. J., died recently. He was a member of the Castle Point Cyclers, Valencia Boat Club, Euclid Lodge, F. and A. M., Exempt Firemen's Association of North Bergen and the Actors' National Protective Association of New York. He is survived by a daughter, a son and a sister.

John Edward Connolly, foreman at Parsons Laundry, Salem, Mass., died recently. He is survived by his wife, four daughters, a son, two brothers, two sisters and ten grandchildren.

George E. Crawford, Jr., 40, former vice-president of the Crawford Laundry Company of Bridgeport, Conn., died last month. He had been in ill health for several months.

Raphael Davis, 75, retired operator of the Opera House Laundry, Portland, Oregon, died last month. He was past president of Congregation Shaarie Torah, an honorary member of B'nai B'rith, a member of Rose City lodge of the Jewish Old People's Home, and of Miz Rachi. Surviving are his wife, a son, a daughter, a sister and three grandchildren.

James Arthur Johnson, 51, owner of the Superior Laundry, Fort Worth, Texas, died recently of a heart attack. He was a Mason and a Shriner. Survivors include his wife, two sons and three sisters.

Stewart A. Millar, 27, new products development engineer for the Detrex Corp., Detroit, manufacturer of industrial cleaning equipment and chemicals, died recently of complications following a kidney ailment. Having joined Detrex in 1950 on a full-time basis after graduation from the University of Michigan, Mr. Millar was regarded highly on the firm's engineering staff and is said to have been a key man in the development of ultrasonic metal cleaning equipment, recently announced by the company. Mr. Millar, who made his home in Detroit, was married only recently.

James G. Shaw, 58, owner of the Best Laundry and Dry Cleaning Co., Chicago, died last month. He was a director of the South Side Bank and Trust Co. and past president of the South Central Association and the Chicago Laundry Owners Association. Surviving are his wife, two sons and two daughters.

All business is specialized

... and nothing
specializes
on your business
like your business paper



You can sell suntan lotion on Broadway or Beacon Street, but this seagoing salesman can sell a whale of a lot more . . . because he *specializes*.

Your business is specialized, too. That's why it pays to keep up with your business paper. It specializes on business problems you meet every day. It helps you do a whale of a lot better job by keeping you posted on your whole field. You can *move ahead* when you know what's ahead; you can make quicker, surer decisions when you have a *clear perspective* on what's happening; and you get all this from your business paper.

Every page counts. The editors gather facts, weigh and interpret them. The advertisers line up new products,

materials and equipment . . . tell you what they do and where to buy them. To know what's new that's important to you, read every issue—thoroughly! It will keep you one of the best informed people in your field.

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality . . . And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

Special facts for special laundryowners

For the progressive laundryowner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

STARCHROOM LAUNDRY JOURNAL

FIRST IN THE LAUNDRY INDUSTRY SINCE 1893

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



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Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS, 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WISH TO LOCATE? RICHARD J. MULLER**—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4646-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891. 9653-2

SACRIFICING WELL ESTABLISHED MODERN LAUNDRY IN INDIANA. NO COMPETITION, EXCELLENT EQUIPMENT, PROFITABLE, \$65,000 GROSS. STABLE COMMUNITY, \$19,000, TRULY A BARGAIN. ADDRESS: Box 283, STARCHROOM LAUNDRY JOURNAL. -2

Laundry plant in northern California, doing \$100,000 yearly. 37 years in same location. Wishes to retire. All metal machines, 2 boilers, 120" 6 roll American ironer. Good terms. **ADDRESS: Box 256, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry plant, West Central Ohio. \$70,000 annual volume. All equipment new within past five years. New 60 H.P. automatic gas-fired boiler now being installed. Will sell with or without real estate. Other interests require owner's full attention. **ADDRESS: Box 283, STARCHROOM LAUNDRY JOURNAL.** 283-2

For Sale—Laundry and drycleaning plant—central Sacramento Valley area. Operates throughout county. Fixed revenue from commercial accounts equals 35% of gross. All equipment like new. Two boilers. Annual gross \$100,000. Price \$90,000. Modern block building may be purchased or leased. **ADDRESS: Box 286, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry in Morgantown, W. Va., 4 years old, doing good business. High-class clientele. \$25,000. **ADDRESS: Box 298, STARCHROOM LAUNDRY JOURNAL.** -2

MIAMI BEACH laundry and drycleaning plant, completely equipped and ready to go, 1½-story concrete building, located downtown with parking space, modern machinery. For sale with small down payment, \$145,000, or will lease to experienced operator only, \$12,500 annually. Contact: **James G. Pace, Attorney, 1544 Washington Avenue, Miami Beach, Fla. Phone: 5-6893.** 304-2

Family Laundry and Linen Supply plant. Resort area, upper New York state. Real estate includes plant and 2-family house. Annual sales \$100,000, can be increased 100%. 3-routes and retail store. Very low taxes. Can be bought without linen supply. Sacrifice due to illness. **ADDRESS: Box 315, STARCHROOM LAUNDRY JOURNAL.** -2

For sale laundry and drycleaning plant in Elkins, W. Va. Will sell the plant and building or sell the plant and lease the building. We operate 4 trucks. If interested write for particulars, Box 316, **STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

Stop Looking! Here you are! The laundry and cleaning plant with everything, this plant is very well-established, present owner has operated it for thirty-three years. Located in the garden spot of cool, colorful Colorado, with the best new equipment installed in the last six years. Four routemen serving over 50,000 population area, no unions, no local competition. Annual sales over \$125,000 and still increasing. Owner wishes to retire after forty-odd years in the industry. Complete details and terms by writing. **ADDRESS: Box 321, STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE:—Modern laundry and drycleaning plant, located in prosperous Illinois community of 60,000 drawing population. Annual business, laundry \$80,000, and drycleaning \$50,000. All equipment, with frame and brick building, comparatively new. If interested in a going and profitable laundry and drycleaning business, investigate this and make an offer to be considered. Established 28 years. Owner must sacrifice, due to age and failing health. Will carry part of purchase price on easy terms. **ADDRESS: Box 322, STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE:—Well-established laundry and drycleaning business in constantly growing community in Georgia. **ADDRESS: Box 323, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY located near business district of PEORIA, ILLINOIS. Modern day-light building. Long-established successful business, with reputation for good work. Good proposition for responsible party. For particulars, write or contact **R. J. Madigan, Capitol Laundry, 109 Fourth St., Peoria, Illinois.** 334-2

Laundry and drycleaning plant in rapidly growing Indiana city. Sales last year \$225,000, one-third drycleaning. Equipment good condition, some new last year. Reasonable lease on building. Price \$55,000, half-cash. **ADDRESS: Box 336, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry and drycleaning plant for sale. West Texas town 20,000 population. Volume 1952 in excess of \$300,000. **Address: Box 343, STARCHROOM LAUNDRY JOURNAL.** -2

Small laundry in southeast Missouri. Yearly volume \$42,000. Payroll less than 40%. Rent \$80 monthly. All modern equipment. **ADDRESS: Box 344, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS, RICHARD J. MULLER,** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4324-1

REPRESENTATIVES

TECHNICAL SERVICE REPRESENTATIVE—Experienced in laundry field, preferably with a sound technical background, for field service, instructional, meeting and promotional work. Permanent position with a progressive medium-sized chemical concern in the Detroit area. Excellent opportunity. Give full details concerning experience, education and salary requirements in first letter. **ADDRESS: Box 333, STARCHROOM LAUNDRY JOURNAL.** -14

EASTERN REPRESENTATION for manufacturer of chemicals, specialties, equipment. Sales promotion and jobber and customer contact. Well-known in laundry and cleaning markets. **ADDRESS: Box 337, STARCHROOM LAUNDRY JOURNAL.** -14

HELP WANTED

We have an opening for a young man who is ambitious and capable of supervising a laundry department with 75 people doing all laundry services and commercial flat in a South Florida city of 18,000. Send both personal and business references for past 5 years to Box 292, **STARCHROOM LAUNDRY JOURNAL**. -7

PLANT MANAGER for industrial laundry plant, having laundry and linen supply experience. Good salary. Permanent position. State age, experience, references and compensation desired. **ADDRESS:** Box 330, **STARCHROOM LAUNDRY JOURNAL**. -7

LAUNDRY PRODUCTION SUPERINTENDENT—\$10,000 to start, large city, upstate New York, linen supply, industrial uniforms, drycleaning. Progressive company, best equipment, modern control techniques, top reputation. Take full charge plant, answerable only to President, no relatives to contend with, competent foremen all departments report to you. Liberal bonus, career opportunity. Write only. Confidential. Tell why "you are the man." **VICTOR KRAMER, 545 - 5th Ave., New York City, N. Y. LAUNDRY MANAGEMENT CONSULTANTS.** 331-7

ARE YOU THIS MAN? Age 30-45, married, sober, industrious, ambitious, at least a high school graduate, now employed as assistant superintendent or superintendent of a good-sized plant yet feel you do not have sufficient prospect for the future. Maybe you are the man we want as superintendent of laundry and drycleaning production in our large Midwestern plant. We haven't had such an opening in over twenty-five years. The salary is open, but around \$10,000 per year, depending upon ability. If you think you are capable of handling this position and want a permanent connection with a progressive organization, write giving detailed information. Box 332, **STARCHROOM LAUNDRY JOURNAL**. -7

LAUNDRY SUPERINTENDENT wanted for Midwest laundry plant. An excellent opportunity for a young man between 30-40 years of age if your personal references are good. Must be experienced and capable of assuming full responsibility of production, hire and train help, and produce quality work. Good salary and good future for the right man. All replies confidential. Write stating all qualifications and personal data in first letter to Box 341, **STARCHROOM LAUNDRY JOURNAL**. -7

Man capable of taking complete charge of cleaning and laundry plant in New England, Connecticut area. State age, qualifications and employment experience. **ADDRESS:** Box 342, **STARCHROOM LAUNDRY JOURNAL**. -7

Superintendent in charge of Flatwork Department and Wash Room. Give references and past experience. Permanent and possibility of advancement to General Superintendent job if qualified. Give all information needed in passing on your application, including salary expected. **REPLY BOX 345, STARCHROOM LAUNDRY JOURNAL.** -7

SITUATIONS WANTED

EXECUTIVE many years experience in laundry management and drycleaning. Only interested in sound sizeable plant. Philadelphia area. Now employed, but available in reasonable time. **ADDRESS:** Box 291, **STARCHROOM LAUNDRY JOURNAL**. -5

LAUNDRY SUPERINTENDENT—Over thirty-five years' experience desires connection with modern progressive plant. Can assume full responsibility. Highly successful supervising operators to produce quantity and quality. Familiar with sales and drycleaning operation. Can furnish highest reference and recommendations. **ADDRESS:** Box 311, **STARCHROOM LAUNDRY JOURNAL**. -5

MANAGER OR SUPERVISOR—able to manage all phases of laundry and drycleaning departments. Interested in production. Age 29. **ADDRESS:** Box 312, **STARCHROOM LAUNDRY JOURNAL**. -5

DO YOU NEED A MANAGER OR SUPERINTENDENT, experienced in all phases of laundry and drycleaning operations? I am 40 years old, married with family responsibilities and presently employed, but will be available on October 15th. **ADDRESS:** Box 340, **STARCHROOM LAUNDRY JOURNAL**. -5

DYEING

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Ill.** 314-12

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J.** 1228-37

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass.** 3240-36

POWER PLANT EQUIPMENT FOR SALE

54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

THE MARK RECORD SHEET

is a great check against inaccurate marking.
Records the marks used in all bundles;
permits location of lot for all marks.

Used for years by hundreds of laundries



Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.



PRICE per thousand \$7.50
5,000 or more, per thousand 6.50



SAMPLES FREE (All shipments C.O.D. unless check accompanies order.)

STARCHROOM LAUNDRY JOURNAL
304 EAST 45th STREET
NEW YORK 17, N. Y.

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6583, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL.** -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. **ADDRESS: Box 9972, STARCHROOM LAUNDRY JOURNAL.** -3

PROSPERITY 4-girl shirt unit presses, PC2222, 924, 132, 3240, PO409, 821 in good operating condition. **Sunshine Laundry, 739 Maple Ave., Hartford, Conn.** 336-3

MACHINERY FOR SALE

ROOSEVELT HOTEL ANNOUNCES THE CLOSING DOWN OF THEIR LAUNDRY DEPARTMENT. WILLIAMS LAUNDRY MACHINERY COMPANY IS THE SOLE LIQUIDATOR, selling all their laundry equipment at **BARGAIN PRICES AND TREMENDOUS SAVINGS TO YOU. EVERYTHING MUST GO!** This machinery is **MODERN UP-TO-DATE EQUIPMENT**, and many items a little over a year old. **ACT NOW, WRITE, WIRE OR 'PHONE, WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, N. Y. Stillwell 6-6666.** 301-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, terms. **Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2840-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y.** 4400-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with **NEW** electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4753-4

For Laundry and Drycleaning Machinery try the **Keel Company, 7929 N. Western Avenue, Chicago 45, Illinois.** 4661-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

40" TROY and TOLHURST, direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4755-4

AMERICAN direct motor driven and belt driven 48" HUMATIC EXTRACTORS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6184-4

6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

40" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4855-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6767-4

MACHINERY FOR SALE (Cont'd)

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6661-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6766-4

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6866-4

4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. **3128 West Lake Street, Chicago 12, Illinois.** 9146-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

14x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

60" FLETCHER WHIRLWIND, 60" ZEPHYR and 60" HOFFMAN OPEN TOP EXTRACTORS WITH MONEL and STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 4 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

MACHINERY FOR SALE (Cont'd)

For Sale: 1—Used 44 x 84" ROBOT two pocket two door all stainless steel motor driven washer with automatic washman; 2—Used 42 x 96" Ellis motor driven all Monel washers; 1—Used 42 x 84" American Norwood all Monel motor driven washer; 1—Used 54" American Notrux extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763.** 9628-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" Petroleum unit with filter, still, etc.; brand new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9609-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS STEEL CYLINDERS WITH OUR PINCH AND FOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

24 x 120" RETURN FEED SUPER IRONER, MOTOR DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

STAINLESS STEEL & WOOD LAUNDRY WASHERS, both new and rebuilt direct from manufacturer to you at great savings. Pictures and literature on request. **Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska.** 170-4

6-44 x 84" Miller Laundry Machinery Co., two pocket all stainless steel motor driven wash machines; 1—American 6 roll 120" chest type flatwork ironer. Priced to sell. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9669-4

HOPKINS TULL 2 and 4 DOOR COMBINATION CURTAIN AND BLANKET DRIERS. ABE COHEN METAL BLANKET WASHER COMPLETE WITH SQUEEZE ROLLS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 9752-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES: COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

4 MOTOR DRIVEN BUTTON SEWING MACHINES, 8 MOTOR DRIVEN DARNING AND MENDING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9946-4

UNIPRESS LATEST MODEL 2 GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2 LAY SLEEVE PRESSES. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT 1 DOOR, MOTOR DRIVEN, 42 x 36", 28 x 48", 28 x 33", 24 x 36", 24 x 24". REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 315 Ten Eyck Street, Brooklyn 6, N. Y. 231-4

Wood cylinders and shells, replacements; any size with new brass hinges and stainless steel trim; also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621.** 188-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4 GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

42 x 42" AMERICAN 3 Y COMPARTMENT 3 DOOR MONEL METAL MOTOR DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

44 x 126" 4 COMPARTMENT 4 DOOR and 48 x 126" 6 COMPARTMENT 6 DOOR FULLMAN GLIDE OUT TYPE CL WASHERS, WOODEN SHELLS, STAINLESS STEEL CYLINDERS, DIRECT MOTOR DRIVEN. IN EXCELLENT CONDITION. LOCATED IN PHILADELPHIA. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9983-4

WOOD CYPRESS CYLINDERS and Fir replacement shells for any make washer direct from manufacturer to you. Horwath Laundry Machinery Manufacturing Co., 1002 So. 13th St., Omaha, Nebr. 187-4

600 KEY-TAG BARS with 6 OR MORE 5" PINS ON SAME. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 315 Ten Eyck Street, Brooklyn 6, N. Y. 932-4

42 x 84" AMERICAN MASTER CASCADE MOTOR DRIVEN WASHERS, ONE WITH 4 NEW SLIDING CYLINDER DOORS WITH WEDGE LOCKS, OTHER WITH NEW CL CONTINUOUSLY HINGED FINCH PROOF AND FOOL PROOF CYLINDER DOORS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 288-4

36 x 36" 1 COMPARTMENT 1 DOOR MONEL WASHERS, HOFFMAN and SMITH-DRUM, REBUILT LIKE NEW. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 300-4

Good used fully automatic laundry washers, stainless steel. Can be seen in operation. 44" x 44", 44" x 64" and 44" x 84". **Crown Laundry & Dry Cleaning Co., 2901 E. Washington St., Indianapolis, Ind. FR 3331.** 305-4

PROSPERITY 2-GIRL SHIRT UNIT. Bosom and backer, collar and cuff, 2 lay sleeve and yoke. LAKE SHORE LAUNDRY, South Park Ave., Lakewood, N. J. Lakewood 6-1660. 307-4

FOR SALE—CHEAP:—American cylinder flatwork ironer, 30 x 120". See it running, \$1,000. One Huebsch open-end 30" drycleaning tumbler, \$275; marking machine, black and invisible; transformers, accessories; drycleaning and laundry checking and assembling reels; Prosperity and Ajax single lay sleeves. Parker Sno-White Laundry, Atlanta, Georgia. 309-4

Prosperity 3-girl shirt unit, late model, including bosom, back, yoke, collar, cuff, cabinet sleeve and automatic folder; Loyal starcher; Prosperity 2-lay sleeve; Champion 5 H.P. compressor, tank, motor, complete; Troy 42 x 84" metal washer, late type motor drive; Huebsch cabinet dryer; 6A Prosperity cleaning unit. **Aurora Laundry, Aurora, Ill.** 324-4

Very late model Ayr-Mox used less than a year with new Perry Solvo-Miser. Cost \$7,500, will sell for \$4,500 with new guarantee. **American 6-roll, 100" Standard chest type flatwork ironer, complete, motor driven, not rebuilt, \$1,500. Armstrong Machine Company, 381 Peachtree, Atlanta, Ga.** 325-4

1—Zephyr Hydraxtor with two containers, jib crane and hoist. Very reasonable. **Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill.** 326-4

For Sale: 1—used 5 compartment steam dryer; 2—used small steam dryers; 3—used metal washers; 1—used extractor. **Ohio Overall and Towel Supply, 125 W. Spring Street, Lima, Ohio.** 327-4

FOR SALE:—1-50" AMERICAN NOTRUX extractor with two sets containers, stainless steel curb; 1-50" Ellis Drier Co., NOTRUX extractor with two sets containers; 2-AMERICAN NORWOOD 42 x 84" two pocket all stainless steel motor driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 328-4

2-ROLL 100" COLUMBIA and 120" RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 307 Ten Eyck St., Brooklyn 6, N. Y. 329-4

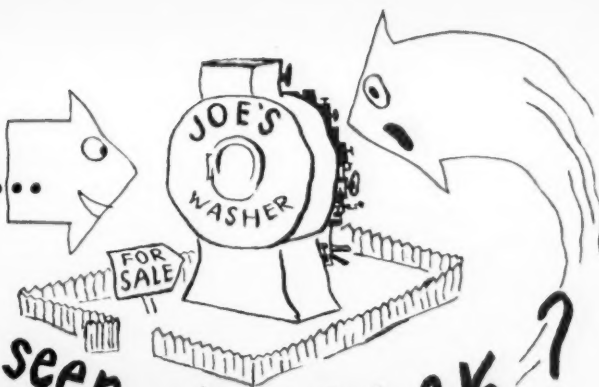
AMERICAN FORMATIC 3-girl shirt unit, used 15 weeks, \$9,000. Will purchase 4-girl Prosperity shirt presses, PC2222, 924, 132, 3240, PO409, 821. Sunshine Laundry, 739 Maple Ave., Hartford, Conn. 335-4

BRITISH BUILT BIG CAPACITY IRONER at very attractive INTRODUCTORY price. Now opening. Western U. S. A., with full range fine British machinery. Unusual opportunity. Plantowners, also jobbers, salesmen, contact J. Stewart, P. O. Box 1266, Phone: 78037, Long Beach, Calif. 339-4

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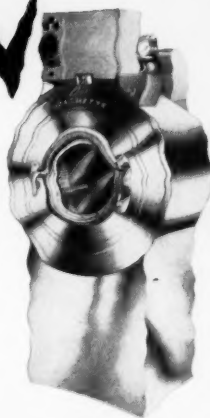
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WASHETTE

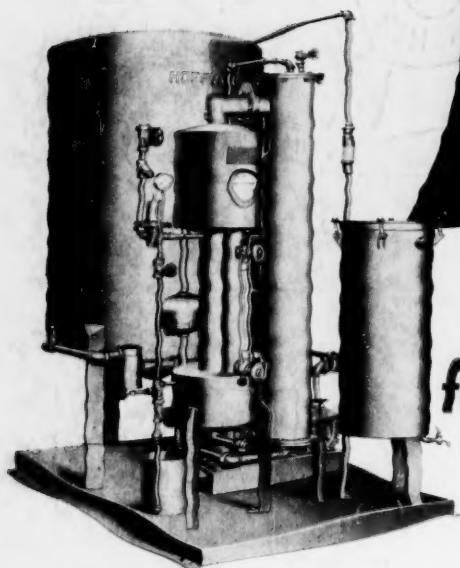
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